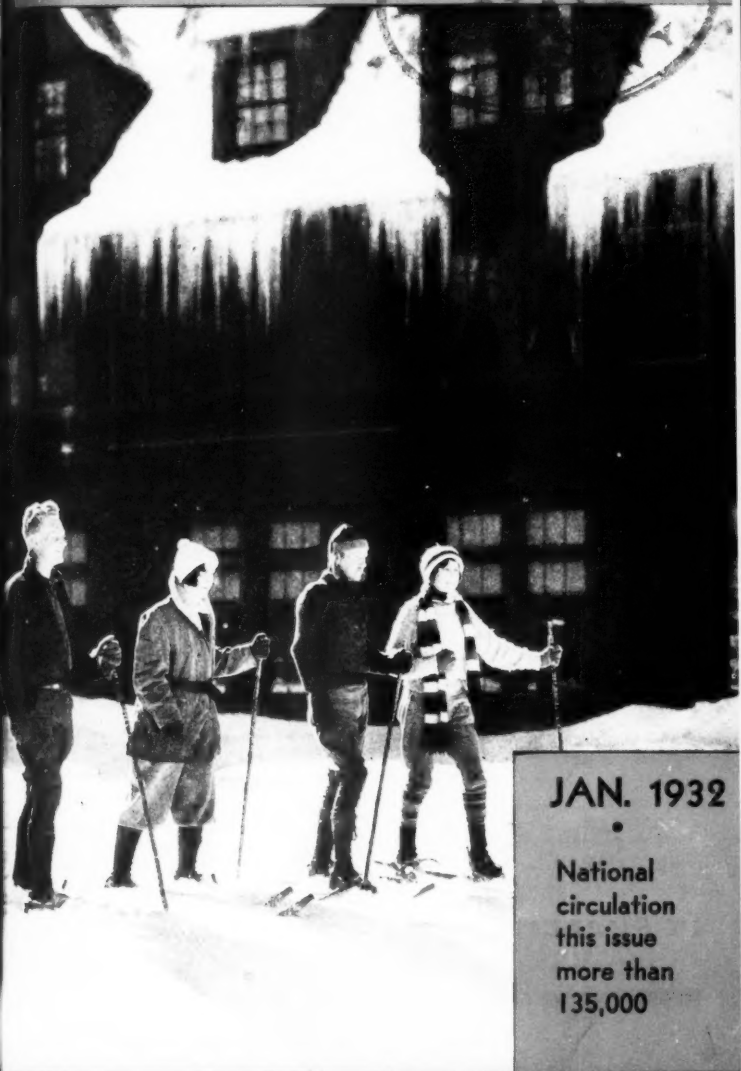
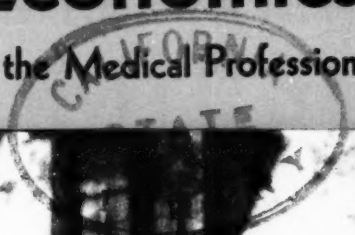


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Medical Economics

the Business Magazine of the Medical Profession



JAN. 1932

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MEDICAL ECONOMICS

The Business Magazine of the Medical Profession

JANUARY, 1932 • VOL. 9, No. 4

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\$2 a year

H. SHERIDAN BAKETEL, A.M., M.D., Editor
HAROLD S. STEVENS, Managing Editor
LANSING CHAPMAN, Publisher

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3

*reasons for
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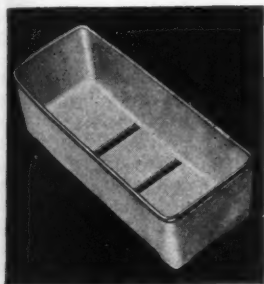
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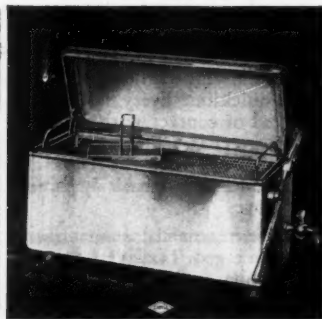
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NO ONE, not even the man who stamped it out, has ever seen the germ of hoof and mouth disease. No microscope can pick it up. No porcelain filter can stop it. Yet quicklime and 25-20 slugs wiped it out of the United States.

These unique allies of bacteriology wiped out hundreds of thousands of animals in order to stop this scourge that had decimated the herds of Germany. That threatened to sweep our western plains bare of livestock. And it was all the doing of one John Mohler, of the Department of Agriculture.

Every wind-blown wisp of straw. Every passing dog, crow or man helped spread this pestilence that leapfrogged through twenty-two states in a matter of weeks. Mohler cajoled and bullied stockmen. Harried his aids into killing and burying in quicklime every last animal suspected of contact with it. Stray herds were chased into narrow canyons. Sniped from the cliffs and buried under tons of rock dynamited from above.

Aseptic treatment for a continent. Stockmen raged. Taxpayers groaned. But the job was thorough. It had to be, or this relentless germ would go rampaging across the country again. Thus, a disease was wiped out. An industry saved. For all its gargantuan scope, this achievement reflects

the same principle as the asepsis of modern medicine that deals death wholesale to germs whose presence is even barely suspected.

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Zonite is electrolytically prepared to insure stability and does not lose its chlorine strength. It is economical and always ready to use, requiring no preparation. Moreover, it is valuable over a broad field and is readily adaptable to a variety of techniques, meeting effectively every indication for its use.

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WHEN YOUR CALLS QUADRUPLE

. . . every minute counts.

Unnecessary calls are a strain and sometimes deprive other patients of your needed attention.

When your calls quadruple, it will be a help if every patient has a B-D Guide Line Fever Thermometer. Designed for quick and easy reading—made with characteristic regard for B-D accuracy and dependability.

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BECTON, DICKINSON & CO., Rutherford, N. J.
Gentlemen: Kindly send me information on
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ADDRESS _____

DEALER'S NAME _____

BECTON, DICKINSON & CO., RUTHERFORD, N. J.

Speaking Frankly

Fair

TO THE EDITOR: I have just read Hall Johnston's article "Itemize" in November MEDICAL ECONOMICS. I do not believe that you could have published an article of greater value to the medical profession than this one. It is only right and fair for a patient to know what the services were, and what the charge for each part of the service is. The purpose of this letter is simply to express my appreciation to you for a real service which you have rendered us in publishing this article. George D. Huff, M.D.

Deadbeat

TO THE EDITOR: Having religiously studied MEDICAL ECONOMICS for a long time and given the subject a great deal of thought I have come to the conclusion that the situation could well be summed up in this statement: the greatest economic loss in the practice of medicine is the dead-beat. On this basis I finally came to the plan of the organization of a credit bureau as a collection bureau for the county association. By a credit bureau in very plain terms I mean a list of those in the community who are not in the habit of paying their medical bills, the dead-beats.

Working on this basis I drew up a request that we be made a section of the county society, and also drew up a constitution and by-laws which I had about a third of our councilors sign and present to the council, where it was referred to the secretary of the state association and to the state council. The state council are

holding it over to take up at the meeting of the state association, where I hope we will hear considerable about it.

Our county president has appointed a committee to go into the matter further. Meanwhile I am looking for similar propositions that are working and trying to get all the information I can at the present time which I hope will help me to put this over and get it going.

Lloyd W. Burrows, M.D.

\$1 Up

TO THE EDITOR: I am reading your magazine with great interest every time; agree often, but not always.

I wish someone would take up the question of collections for services rendered not by specialists where there are sums involved reaching in the hundreds, but by the ordinary, everyday practitioner to whom patients owe from one dollar up.

By the end of the month these dollars make up a tidy sum of over \$100 at times, and that means something for a doctor whose income is not far off the "average" you mentioned. The postage and time for billing is wasted, and the doctor has treated the patient not knowing that it is to be a charity case, often even giving him drugs too, for which the physician had to pay. The patient is lost too, usually.

I. M.

Stomatology

TO THE EDITOR: Your November MEDICAL ECONOMICS, page 47, contains an interesting item "Dentist Must Also Be M.D." Some time ago, an article by a dentist appeared, where the relationship between dentistry and medicine was pointed out. There has been of late, considerable discussion on this subject. But

so far, to my mind, the professions—I mean dentists and physicians—have not been made familiar with the main efforts, since 1923, of dentists in the stomatologic movement in America.

There is an "economic" aspect to the whole question which has been befuddled by dentists and which will be considerably more confused with the "injection" of a new feature in the ignorant advocacy of some "fanatical dental economists" into this problem. Clinics, lowered fees, the "poor dear public" and the rest of the nonsense is being used to introduce "Dental Quackery" in America by permitting "dental mechanics" to practice dentistry. The issues should be cleared before moral physicians lend their support innocently to the so-called propaganda of dentistry, a medical specialty, whereas they will be supporting a movement for dental quackery.

Alfred J. Asgis

Ponder

TO THE EDITOR: November MEDICAL ECONOMICS contained a number of unusually helpful articles indeed. It is very satisfying to find others with whom you can agree. I have noted with interest that the younger medical men send to the hospital everyone who will consent to go—everything of a surgical nature.

"Who is the Goat" was also interesting and certainly should give thoughtful medical men something over which to ponder. Anyone who has had loved ones in the hospital might say "Amen!"

And what Dr. J. Stein says about specialists checks with my experience too. Many of them are fine and competent, but most of the time I find their opinion and service not a great deal better than my own. The difficult case usually returns and then I find the specialist did not walk away

with the flag but had considerable trouble too—sometimes just as much as I did—and had obtained no better results.

So good luck, and make MEDICAL ECONOMICS continue as at present.
M. O. R.

Harrowed

TO THE EDITOR:

The vast amount of common sense contained in your small magazine, and the extremely brilliant manner in which it is presented, amazes me.

Why am I, a collection agency manager, reading MEDICAL ECONOMICS? Because the physician's problems are, in a large measure, our problems. The better we understand what the physician of today is up against, the better we can help him.

Dr. Waring's experience with one of "the Nation-Wide Boys," and the highly justified publicity given to it, is typical of the harrowing to which members of the Medical Profession, in especial, are subjected by members of my own profession, a profession which, perhaps more than any other, presents countless opportunities for dishonesty and requires the highest integrity.

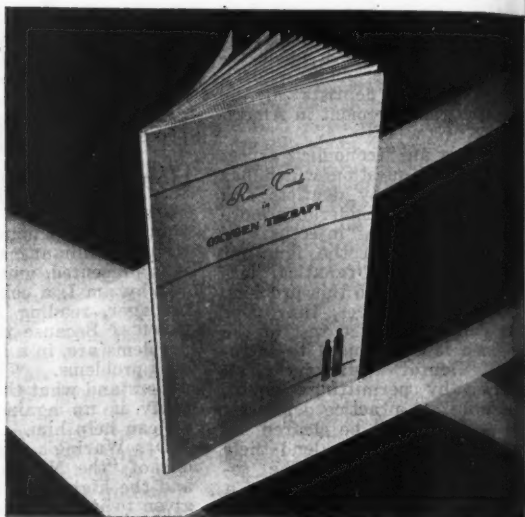
To Dr. Waring's "look before you leap" Amen. But the sharps and flats in our profession are (thank God) in the minority, and the intelligent, honest collection agency can and does salvage millions annually for the harrassed physician.
George P. Duncan.

Boon

TO THE EDITOR:

This is intended as an expression of my appreciation for your kindness in sending me your splendid publication MEDICAL ECONOMICS, which I thoroughly enjoy every month. Would that there were more publications with a similar purpose and scope, and that the principles advocated in your magazine be put into practice. It would, in my opinion, be a boon to the profession.

N. S. Checkos, M.D.
[TURN TO PAGE 141]



Recent trends in OXYGEN THERAPY

RECENT developments in oxygen therapy, both in hospitals and in private practice, have been so rapid that only the newest information on this subject can be regarded as authoritative.

To supply physicians interested in the practical aspects of oxygen therapy with the latest data on procedure and equipment, we have prepared a brief but accurate 36-page book, "Recent Trends in Oxygen Therapy," which will be sent to any physician without cost or obligation.



Linde Oxygen is of guaranteed purity in excess of 99.5 per cent., far exceeding the requirements of the United States Pharmacopoeia. It is available in 220 cu. ft. and 110 cu. ft. cylinders at any of the 65 Linde producing plants and 171 warehouses, conveniently located in every part of the country.

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MEDICAL ECONOMICS

The Business Magazine of the Medical Profession

Civil Service Doctors

A SEARCHLIGHT ON
THE WEAKNESSES OF
THE BUREAU SYSTEM

By HALL JOHNSTON

UNCLE Sam wants to hire a very considerable number of doctors. They must be good doctors. If they are very good, he will start them at a salary of \$3200 per year.

If they are very, very good, the beginning salary will be \$3800 per year.

If, after graduation from a Class A medical school, and a year's internship in an approved general hospital, the applicant can show a minimum of five years of practice in one of several special branches of the profession, during which he can prove "outstanding professional attainments" (in addition to any general practice in which he may have indulged) he may enter government service at the very maximum of honorariums as Senior Medical Officer at \$4600 per year.

To attain this status, he must

have specialized in tuberculosis, neurology-psychiatry, roentgenology, bacteriology-pathology, eye-ear-nose-and-throat, orthopedic surgery, internal medicine and diagnosis, general surgery, urology, or cardiology.

The examination is a free-for-all, "open and competitive," and may be taken as easily by the doctor who lives in Medicine Hat as the one who resides in the national capital. In fact the former has the better chance, due to the allocation of available jobs to those living in the various civil service districts. Of course, after you get on the eligible list, you must still run the gauntlet of examining and appointing officers, who, under civil service rules, may call for three eligibles for each open position and make selections on any basis they may choose.

Then, if you are among the lucky

ones, you will undergo a rigid physical examination, as Uncle Sam must have healthy doctors. After that you will be fingerprinted and cataloged. This ceremony completed, you are on the pay-roll of America's greatest and most reliable employer.

State Medicine! Any comment about it must be speculative. We cannot forecast the form or substance of legislation that might bring it into being. It is but reasonable to suppose, however, that if the state undertakes to hire doctors, it will do so under similar rules and conditions as those now prevailing in the Civil Service Commission in the employing of doctors and other professionals.

It will be enlightening, therefore, to briefly survey the methods by which physicians and lawyers are inducted into government service, and, with a view of guessing what might happen when state medicine is an accomplished fact, see how it works out in actual practice.

Competitive examinations, open to all who can qualify under the requirements, are held simultaneously at convenient points throughout the country. If no written examinations are required, applicants are rated on their sworn statements of experience, and on other information gathered by the commission. Later, those receiving a passing grade are examined orally by a government contact man. This is usually done at or near the applicant's home. A report is made to the commission where a board of Civil Service clerks (in Washington all civil service employees are clerks) digest the report and grade the applicants. Thus a list of eligibles is made up, and relative standings declared. For each position, three eligibles, chosen from the top of the list, are certified to the appointing officers, who must choose one for the open position.

Since the announcements indicate clearly that the very cream of the nation's practitioners are expected to respond to their country's call, this would seem to be the ideal way to assemble the perfect medical staff. As you may have already guessed, there is at least one link in the chain of events that fails to click. In fact there are a number of other non-clicking gadgets in the system, as we shall presently see.

In the first place, the cream of the profession fails to respond. This does not mean that the government fails wholly to get some good doctors.

As a rule, the lower salaries attract the best men. Here, the young man about to start, attracted to a government career, takes a shot at the examination rather than risk the uncertainties of starting on nothing. He does not, of course, know whether he is good or not, since his experience is limited. *He may have the essentials of a great surgeon, but he does not know it, so the government gets a break.* From these men are developed, in the main, the great government doctors.

As we move to the higher salary brackets, the applicants, to qualify for the examination, must have practiced long enough to show a good deal of their mettle. Since the salaries themselves are not high enough to attract men of the required experience who are wholly successful, these applicants must be made up of men who, for one reason or another, are willing to work for less than a normal income.

These men, in turn, fall into several classes. Again the government may draw a good doctor from this list. I know of one who came into government service at \$3800 after ten years of private practice in which he made less. He had a negative personality, and his professional skill was never quite able to overcome the

No. 170
Prescription

UNITED STATES CIVIL SERVICE EXAMINATIONS

C

SENIOR MEDICAL OFFICER, \$4,600 A YEAR
MEDICAL OFFICER, \$3,800 A YEAR
ASSOCIATE MEDICAL OFFICER, \$3,200 A YEAR

APPLICANTS MUST BE ON FILE WITH THE U. S. CIVIL SERVICE COMMISSION AT WASHINGTON, D. C.
 NOT LATER THAN DECEMBER 30, 1931.

In the absence of further notice, applications for these examinations will be received until the date given above. After 30 days from the date of the issuance of this announcement, applications will be received as provided and the nature of eligibles will be placed on the register in the order of their relative standing, with credit for military preference, if any. Consideration will be made on the basis of the relative ranking. The Commission reserves the right to have subsequent notice closing the receipt of applications before the date named above.

DISQUALIFYING.—Whoever neglects completed applications, or receives to meet the approval needs of the service, applications will be rejected for any of the following reasons: (1) Failure to answer properly all questions in the application form; (2) If applicant is foreign born, failure to furnish with application proof of United States citizenship; (3) Failure to furnish in or with application all the information requested under questions relating to arrest, etc.; (4) Failure to have just (or with) in application form properly executed; (5) Failure to have medical certificate in application executed in complete form; (6) Failure to furnish with application the "Evidence of qualifications," or photograph, called for in this announcement.

Former preference will not be granted without documentary proof is established.

The United States Civil Service Commission announces open competitive examinations under the titles given above, for filling vacancies occurring in the Federal classified civil service throughout the United States in positions requiring the qualifications called for in this announcement, unless it is found in the interest of the service to fill any vacancy by reassignment, transfer, or promotion.

SENIOR MEDICAL OFFICER—SPECIALISTS

Special branches.—In the grade a list of eligibles will be established in each of the branches of medicine named below, and consideration will be made of eligibles in accordance with their standing on the list from which appointment is to be made. Applicants must state clearly in their applications the number and title of the branch of medicine or surgery in which they desire to qualify. Consideration can be made for only one of the following specialties, or indicated combinations of specialties:

- | | |
|--|--------------------------------------|
| 1. Tuberculosis. | 11. Orthopedic surgery. |
| 2. Neurology-psychiatry (either one, or the two combined). | 12. Internal medicine and diagnosis. |
| 3. Radiology. | 13. General surgery. |
| 4. Neurology-psychiatry (either one, or the two combined). | 14. Otolaryngology. |
| 5. Eye, ear, nose and throat (any one, or in any combination). | 15. Cardiology. |

MEDICAL OFFICER—ASSOCIATE MEDICAL OFFICER

Optional branches.—To become eligible in these grades applicants must qualify in at least one of the following optional branches, and must state in their applications the branch or branches desired:

- | | |
|--------------------------------------|---------------------------------------|
| (1) Cardiology. | (9) Pathology and bacteriology. |
| (2) Child hygiene. | (10) Anesthesiology. |
| (3) Eye, ear, nose and throat. | (11) Surgery (general or orthopedic). |
| (4) Gynecology-obstetrics. | (12) Venereal diseases. |
| (5) Internal medicine and diagnosis. | (13) Venereal diseases. |
| (6) Neurology. | |

Specialties.—Eligibility in the grade of Medical Officer or Associate Medical Officer does not establish the status of a recognized specialist in the branch claimed. Doctors of medicine who desire to establish eligibility as qualified specialists must under the Senior Medical Officer examination; if the branch in which they are qualified is not included in the list given above under the title of Senior Medical Officer, they should file with the examination a request to be notified of the next examination announced in all branches in the position of specialist in which they are qualified, naming the branch.

General medicine and surgery.—As there is no simple register of eligibles in General Medicine and Surgery, applications will not be accepted under this announcement from persons who may be able to qualify for these branches, but who are not named the qualified requirements prescribed herein.

Salaries and conditions of employment.—The salaries and conditions of employment in some branches of the service may be slightly higher, the salaries indicated being the full-time duty, for part-time duty the compensation is determined by the service required. If appointment is made to positions not indicated the salaries may be approximately the same.

U. S. Veterans' Administration.—The entrance salaries in the Veterans' Administration are: Specialized (Senior Medical Officer), \$4,600 a year; Medical Officer, \$3,800 a year; Associate Medical Officer, \$3,200 a year. Associate medical officers after two years of satisfactory service may be promoted automatically to the grade of Medical Officer at the minimum salary of that grade, \$3,800 a year. Medical Officers whose services are satisfactory will be eligible for promotion within that grade until the maximum salary of the group is reached. In accordance with such policy, promotion in the Veterans' Administration is automatic. Promotion to a higher grade will be dependent upon vacancy and fitness of the individual selected for promotion. A distribution of at least \$100 a year will be made from the salary to cover quarters, full maintenance, and laundry when needed.

"If, on a call of twenty-five men, two or three prove to be outstanding, it is considered a great piece of luck! If only four or five are almost totally worthless, luck is still smiling. The greatest hope is that the group as a whole will plug along and get the necessary work done.

"It is well known that, after the first year, which completes the training period, two-thirds of the work will be done by one-third of the recruits."

handicap. People just would not employ him. In government work, personality does not count for so much, since patients do not choose their doctors.

This man was very successful, and made a real name for himself in government service. Incidentally, he reached a near-top position in government salaries at \$7500 per year. Of course the higher salaried positions attract the habitual public servant—the doctor who has been in some other branch of public service throughout his professional life, but who is attracted to national government work. He may or may not be a bargain.

Another class frequently attracted is the man who is close to the age limit for applicants, and wishes to go into semi-retirement, on government pay. But the main body of applicants comes from that part of the profession whose members have not quite kept pace with their fellow practitioners, and who are tired of the unequal struggle.

Of course the outright failure also applies, and takes a chance that through some hook or crook

he may get on the list—and he occasionally does.

Aside from the younger man who deliberately chooses government work as a career, a close inspection of the applicants for civil service positions in the professional branches where actual experience is a requirement, will disclose in practically every case some disappointment or element of failure in that experience.

This does not militate wholly against the government in the securing of good men, but it does militate heavily against it in securing a group of good men. Government supervising officials know this, and when it is necessary to employ new men in the professional grades, a call is issued for about three times the number that would, under normal circumstances, be required.

It is well known that, after the first year which completes the training period, two thirds of the work will be done by one third of the recruits.

If, on a call of twenty-five men, two or three prove to be outstanding, it is considered a great piece of luck! If only four or five are

almost totally worthless, luck is still smiling. The greatest hope is that the group as a whole will plug along and get the necessary work done.

The civil servicescheme, planned by the Civil Service Commission and aided by the Government's Bureau of Efficiency, is theoretically set up to take care of the situation,

[TURN TO
PAGE 116]





"Devils, Drugs and Doctors"

SETTING A NEW STYLE FOR HEALTH PUBLICITY

By Harold S. Stevens

LISTEN in some Sunday evening, on the Columbia broadcasting chain, and hear how another manufacturer of products related to Medicine, is doing yeoman's service in the furtherance of publicity for health and for the medical profession.

Dr. Howard W. Haggard, Associate Professor of Applied Physiology at Yale University, talks each Sunday to a vast public over a network of forty stations, on time paid for by the Eastman Kodak Company. His talks are named "Devils, Drugs and Doctors." Their general purpose is to interpret the ideals and recount the achievements of the medical and dental professions. They are

intended, in the words of the company sponsoring them—"as a tribute to the medical and dental professions."

And so another example is added to the list of publicity endeavors in behalf of the medical profession, a list on which we can already check off such notable campaigns as the Hanovia Chemical & Mfg. Co.'s ultra-violet series, the Parke-Davis pharmaceutical and vaccine advertisements, the Squibb radio broadcasts, and the classic Metropolitan Life Insurance Company campaign.

The chief thing that distinguishes the Eastman Kodak project from the others is the drama-

tism of the talks, coupled with the personality and fame of the speaker.

To make this difference clearer, consider some of the others: The Hanovia advertisements telling the public the value of ultra-violet light applied under the direction of a physician, were dramatic, interesting, human—but the messages were impersonal. The voice was the manufacturer's.

The Parke-Davis series was even more dramatic, pulsing with thrilling incidents picked from the history of medicine. Heroisms of the medical profession were brilliantly and sympathetically shown, and illustration and headline combined to compel attention on the part of the public. But here again the name of the company sponsoring the advertisements was the only personality in evidence.

The Squibb radio broadcast depended largely on the prominence of the speakers for their interest. The material itself, it must be admitted, in some cases was rather dull. This is no discredit upon the speakers, who were men of eminence in their own fields, but who were not for the most part gifted with the faculty of injecting dramatism in health.

Clearly different from all these is the "Devils, Drugs, and Doctors" series. Dr. Haggard is already famous through his book of the same title. He is by nature an interesting, warm, vibrant speaker. He has searched into his subjects and dragged out every ounce of human interest and dramatism. He pours colorful words, phrases, scenes, incidents, into the microphone with a skill rare even among professional speakers, and certainly rare among M.D.'s.

The natural question is: "Why is the Eastman Kodak Company doing this?"

In their own words, "First, in ethically advertising the professions the sponsor hopes to serve

the cause of a group who are its customers. Secondly, Dr. Haggard occasionally tells of the advantages of periodic health audits, which would include x-ray examinations."

In other words, the campaign is a semi-altruistic effort to promote medicine and dentistry. It is a form of indirect publicity, which, if carried to its ultimate conclusion would present a picture of all the firms making supplies and equipment used by doctors, joining in a cooperative effort to do that which the doctors themselves have not yet succeeded in doing on a large scale—namely, advertising health.

There is nothing illogical in such a picture. There is every reason why such indirect publicity for medicine should continue. To insure its doing so, it behooves physicians themselves to recognize the efforts of these manufacturers, not only by expressing their understanding and approval, but also by calling their patients' attention to the messages.

The Eastman Kodak Company has set a style and pace for health publicity via the radio, which will be difficult to equal.

Some typical quotations from a "Devils, Drugs, and Doctors" talk:

"The modern health audit—modern because this great health measure has been in use only a few years—complete and searching with x-ray examinations, is designed to detect the first weakening of a vital tissue, the first indication of the failing cooperation that leads to age. It is today the greatest measure in the whole field of medicine for prolonging youth and forestalling the encroachment of old age....

"The situation involved here is the same as that in the dental prophylactic examination, only the dental examination has already become well established. We don't caution people against having their teeth inspected because of the fear that their minds will be disturbed if the dentist finds a cavity. Rather, we urge them to begin early in life to seek this inspection frequently, in order to detect decay and other disorders in their early and, therefore, repairable stages....

[TURN TO PAGE 144]

It's an Odd Thing about Medicine



"The crisis has passed!"



"We can pay every bill this month, dear . . . except the doctor's."

[Reproduced by



After an addict has related enough of his story to reveal the purpose which he has in mind, I interrupt:

"So you were in the army, eh? Let's see how much of your army training you remember—

" 'Ten-shun!

" 'Bout face.

"Forward, March."

And then I close the door behind his back.

Tricks

SOME NEW—

WHEN the new doctor hangs out his shingle in Anytown, he requires no prophet to tell him who one of his first visitors will be. The reception room door swings open and a man steps in with what is intended to be an air of nonchalance. He greets the doctor with a question formulated after much anxious thought:

"Doctor, were you in the army?"

There was a time when such visitors approached the physician with an aimless tale of woe. But in this day of progress, even the narcotic addict feels the need of standardization. The present fashion is to begin with a question about the army.

But the question is purely rhetorical. It is not information that he is seeking, but a point of contact, an entering wedge of sympathy. Regardless of what the answer may be, he goes on to relate the story which he has carefully prepared:

"I was gassed over there. Now I am a patient at the Government Hospital at X. A few days ago they gave me leave of absence so that I might visit my mother who is sick. But I have been away longer than was expected."

At this point his manner changes. This is the time for him to become more confidential: "To tell the truth, Doctor, I'm suffering. I've got to have some relief." Again he pauses, waiting for sympathy to dictate the reply he desires.

Often the tale will be much

ks of the Addict

— SOME OLD • By E. L. WORTH, M. D.

longer, provided the doctor happens to be possessed of sufficient patience. But if he has been in practice before, he will be familiar with this game. The reference to the army and the meaningless detailed explanation will tell him in what direction the talk is drifting, even before the man reaches that almost classical declaration: "I've got to have some relief."

Any sign of sympathy encourages the visitor to explain that he is in the habit of using one of the narcotic drugs. "And I've simply got to have some of it," he declares, as if that were reason enough for expecting the doctor to supply his wants.

If, however, the doctor is sophisticated, he will open the door and bid his visitor a farewell in which there is a distinct lack of fondness. He will realize that he owes this interview to the fact that he is a newcomer, and that he is merely being tried out by one of the local fraternity. If he should prove to be complacent, he will have established a precedent which will waste much of his time.

No one encounters more victims of the drug habit than do physicians. Those who are concerned with narcotic control see many of them, but on account of their official position, those they meet are unfortunates who happen to run afoul of the law. To the medical profession, on the other hand, come many who are trying, more or less successfully, to conceal their addiction, and who have been getting along

rather comfortably with their vice.

It is not unusual to hear persons who have no medical training declare that they are able to recognize an addict at sight. Descriptions of their appearance and characteristics are to be found in literature, ranging all the way from Defoe's classical picture to the most outrageous caricature. But when one comes down to details, it is hard to find any single distinctive sign which is infallible.

Many addicts present an appearance which will in no way distinguish them from ordinary persons. But by way of contrast, there are others whose aspect is nothing short of bizarre. An example was the fellow who stood at the edge of the sidewalk in a town in the desert, bundled in an overcoat in spite of the terrific heat of summer. His hands made constant purposeless gestures as he stared into space. One look at his face, concealed by a heavy muffler, was enough to cause a start of surprise. The man had a pink and white baby complexion which one would expect to see only in infancy.

There is little doubt that physicians see many more of these unfortunates than they did a few years ago. This may mean only that stricter law enforcement has shut off other lines of supply. Concerning so insidious a social problem, accurate statistics are not obtainable. No one knows how many addicts there are.

The alarmist would tell us that addiction is exceedingly widespread and prevalent, that the control of the [TURN TO PAGE 97]

Collection Headaches

FIRST let me tell you a true story:

On September 13, 1930, a physician-client of the collection bureau of which I am manager, handed us 115 accounts. The face-value was around \$13,000. How much did he get out of them? Exactly \$67.21!

Another of our physician-clients, since February, 1928, has handed us 93 accounts. How much did he get out of them? One thousand three hundred and two dollars and ninety-nine cents—so far, with hundreds more to come on good accounts that are simply taking time. Forty-eight of those 93 accounts have been with us less than three months!

The 115 accounts totalled vastly more than the 93. The collection medium was the same in each instance. The same effort went into each client's accounts. *One gets about 6% return. The other gets close to 60%.*

How? We know. The first doctor didn't know how to handle his accounts before he placed them with us, nor how to use a collection service *after* he got it. The second man knew both.

The collection troubles besetting physicians can be traced to lack of knowledge on three points. Perhaps sometime medical schools will include a course on the business side of medicine. I certainly hope so. But in the meantime, what are these three things that most physicians don't know? They are:

How to handle their accounts in their own offices.

How to *select* a collection agency.

How to *use* a collection agency after they employ one.

And it is in the hope that I, a collection agency manager, can help the physicians of America on these three points, that I am writing this article.

It is interesting to consider what the results of this article *might* be. MEDICAL ECONOMICS reaches 130,000 physicians each month. It is safe to say that by actually putting into practice the ideas I have formed in the many years I have been collecting physicians' accounts, each one of these physicians can recover a thousand dollars a year that is otherwise lost. Over a period of ten years that would amount to \$1,250,000,000.00. What a lot of additional equipment that would buy! What a lot of post-graduate work that would pay for! What a lot of mortgages that would pay off!

The collection of an account begins before the account is incurred. When a patient comes to you for treatment you get the whole history of his ailment. But you're so interested in your profession that you seldom take the precaution of preventing your own ills—your collection ills. "Preventive collecting," as we might call it, is your weak point.

Here is the card of one of my pending debtors. It shows a milk bill, a printing bill, a battery bill, a coal bill, an electric bill, a clothing bill, a furniture bill, and

AND THE CURE

By G. P. DUNCAN



"Peevishness is not the solution of the difficult problem that confronts physicians when they look through their files and find thousands upon thousands of dollars in accounts receivable. Accounts receivable won't pay the office rent."

a total of FOUR doctors' bills!

Preventive collecting would have warned Doctors No. 2, 3, and 4.

After a man has lived in a city all his life and does not come to you until he is 45 years old, the chances are that he has run up a bill with another physician and is ashamed to call on him for further services. We call them "jumpers." How to prevent it?

Can't you doctors call up one another about a doubtful case? Of course you can! It's to your mutual advantage. In any case you can call up the local credit bureau. If there's no credit bureau or collection agency, phone the lawyers, or the general store.

Well, granting that you did make a check-up and found out nothing to the patient's discredit, what next? The next thing is so simple and obvious that it's almost an absurdity to suggest it. It's this: Get the patient's name. Get his address. Get the names and addresses of his relatives and his employer. *Imagine* charging a \$100 fee to "Mrs. Perkins!" Yet our files are full of such accounts, and many of them are uncollected and uncollectable because we can't find out which "Mrs. Perkins" it was.

And here's a point I wish you would take to heart: *When a woman has a husband, or a child has a father, charge the account to the man, and get his full name, place of employment, and address, and bill HIM.*

Medical at- [TURN TO PAGE 125]

LOOK YOURS OVER

WITHOUT raising your eyes from this page, name the things on your desktop.

Do you use it for a dumping ground for papers, magazines, reprints, advertising literature, miscellaneous samples, and assorted cigar-lighters—or do you keep it, as it should be, clear of all except the matter in hand and a minimum number of utilitarian or decorative objects?

And what are these objects? What does the average orderly physician find necessary to keep on the top of his consultation desk? What *should* be there, for efficiency and convenience—and what *should not* be there, to preserve order and simplicity?

MEDICAL ECONOMICS has inventoried the desktops of a group of outstanding physicians. They range from a desk bare of all except an ink stand, to a heterogeneous heap of books and papers. Read them over and then take inventory of *your* desktop.

The first is an eye, ear, nose and throat specialist, also eminent as an author:

- Medical dictionary.
- General dictionary.
- Appointment book.
- Medical magazines.
- Reprints to be read.
- Pad, pen and pencils.
- Blotter and desk set.

(Owner remarks—"A very disorderly desk upon which I can find anything I want unless someone puts it in order; then I can find nothing.")

A physician known internationally for his work in preventive medicine:

The Doctor's Desktop

Lamp, clock, fountain pen holder, desk pen, blotter.

Prescription blanks, appointment blanks.

File of history folders on patients due today (removed from file at night).

Box of letters to be answered.

Box for outgoing letters and filing.

(Owner remarks—"This is the result of several years as physician and executive; I don't want my desk 'cleared'.")

A general practitioner:

Desk pad and blotter.

Modernistic timepiece.

Desk pen and paper knife.

Index file cabinet (desk model).

Mercury-gravity sphygmomanometer.

File of histories.

Blotters, office diary.

A general practitioner:

Inkstand, lamp, telephone.

Prescription blanks and blotter.

Loose-leaf calendar.

Letter basket.

(Owner remarks—"Entire desk is covered with plate-glass.")

An eye, ear, nose, and throat specialist:

Green desk blotter, plate-glass covered.

Fountain pen and pencil desk set. Mucilage, eraser, ruler, hand blotter.

Memorandum pads, prescription pads, record cards, and card index files.

Telephone.

Head of a group:

(Owner remarks—"I countenance

THEN CHECK WITH THESE INVENTORIES

only a desk-style fountain pen and holder on the desk; everything else must be kept under cover.")

A general practitioner:

Left side—electric fan, book-ends, with two books and a few letters between; paper weight over some blanks.

Middle—mahogany ink-stand; desk lamp.

Right side—pile of magazines, small stand, letter opener, appointment book, wife's picture."

A general practitioner:

Desk lamp.

Desk clock.

Desk pad, with pen, ink, and paper-clip holder.

Memorandum pad and calendar.

Pad of prescription blanks.

(Owner remarks—"I feel the less in sight of the patient, the better cooperation the physician receives from the patient when he is taking a history and making a physical examination, for the patient's fear is lessened and he feels more free to answer questions. Gruesome instruments only attract attention and arouse fear.

"Have the office as homelike as possible. A separate examining room

and treatment room should be provided.")

A physician-editor:

(Owner remarks—"My desk is that of an editor, not a practitioner, and is no criterion of what a physician's desk should look like. Mine is constantly piled high with books, magazines, papers and half-finished work, so that it looks like a collywop's nest most of the time. I know how a doctor's desk ought to look, but mine never did look that way, and probably never will.")

President of a private medical organization:

(Owner remarks—"I marvel at the man who can keep his desktop clear. I try hard to throw everything in drawers, in proper bookcases, or else in the wastebasket. My secretary scans my mail first so that only half comes to me; yet, before the morning is over, medical journals which I do not have time to read at the moment, histories to be written up, letters to answer, and various other things, find their way to my desktop. My conscience and determination to be neat make me insistent upon clearing up everything before I leave for the hospital at noon. Then an emergency call comes and everything stays as it was. I am ordinarily neat, clean, and methodical, but the top of my desk unfortunately is topsy-turvy. Every few days my desktop is cleared except for a blotter, desk lamp, and two telephones, and then my secretary and nurse are scurrying all over the place trying to find this and that which needs immediate attention.")

A surgeon:

Smokeless ash tray, pen and pencil desk set.

Small calendar and two paper weights.

Letter tray with twelve divisions, including subjects from insurance to hospitals.

(More desktop inventories next month)



Windjammer Office

THE CONSULTING ROOM OF A LOVER OF THE SEA

By George F. King, M. D.

A YEAR ago, when it became necessary to enlarge office facilities, I decided that after thirty years of practicing medicine in a stereotyped office in the vicinity of Bay Shore, Long Island, it was time to build an office to suit myself—one that would contribute to my own peace of mind and pleasure.

The sea had always been one of my loves. Part of the funds for my medical education had been earned on the water; all of my vacations while in school had been spent afloat, and during the years I have been in practice, much of my leisure time has been spent likewise.

The natural result was that, in thinking over possible designs for a new office, the idea of an old sailing ship came to mind immediately.

I began to think over the various wind-jammers I had visited during a lifetime of maritime interest, and soon found myself roughing up a sketch of the cabin of an old clipper ship.

This was submitted to the firm of Russell & Clinton, Architects. They expressed enthusiasm over the idea and proceeded to track down every available clue in the search for information on old clipper ships. We found that, though it is an easy matter to find old ship models and pictures of old ship exteriors, there is very little preserved in the ar-

chives concerning the interiors of such vessels.

The search led to libraries in New York and Washington, and was then joined by some government officials who, themselves, began to feel some of our enthusiasm.

The research at an end, and all results joined together, we one day found ourselves able to reproduce on paper the after-cabin, or captain's cabin, of an old clipper ship—of the period from 1770 to 1790.

Then a new difficulty bobbed up. We had to obtain the hand-hewn timber with which to construct it. In this task we secured the cooperation of a local builder, who scoured the market for old oak timber, and secured some beautiful pieces. Each timber had to be worked separately by hand, because of the fact that a ship interior is so irregular. Skillful treatment with an adz successfully reproduced the old effect.

The knees in the cabin-office are of solid oak, and weigh 300 pounds each. The timbers are

This is one corner of Dr. King's clipper-ship consultation room. The hand-adzing of the oak beams shows up clearly in this photograph. Sea chest, compass, ship's clock and lantern are described in detail in the text.

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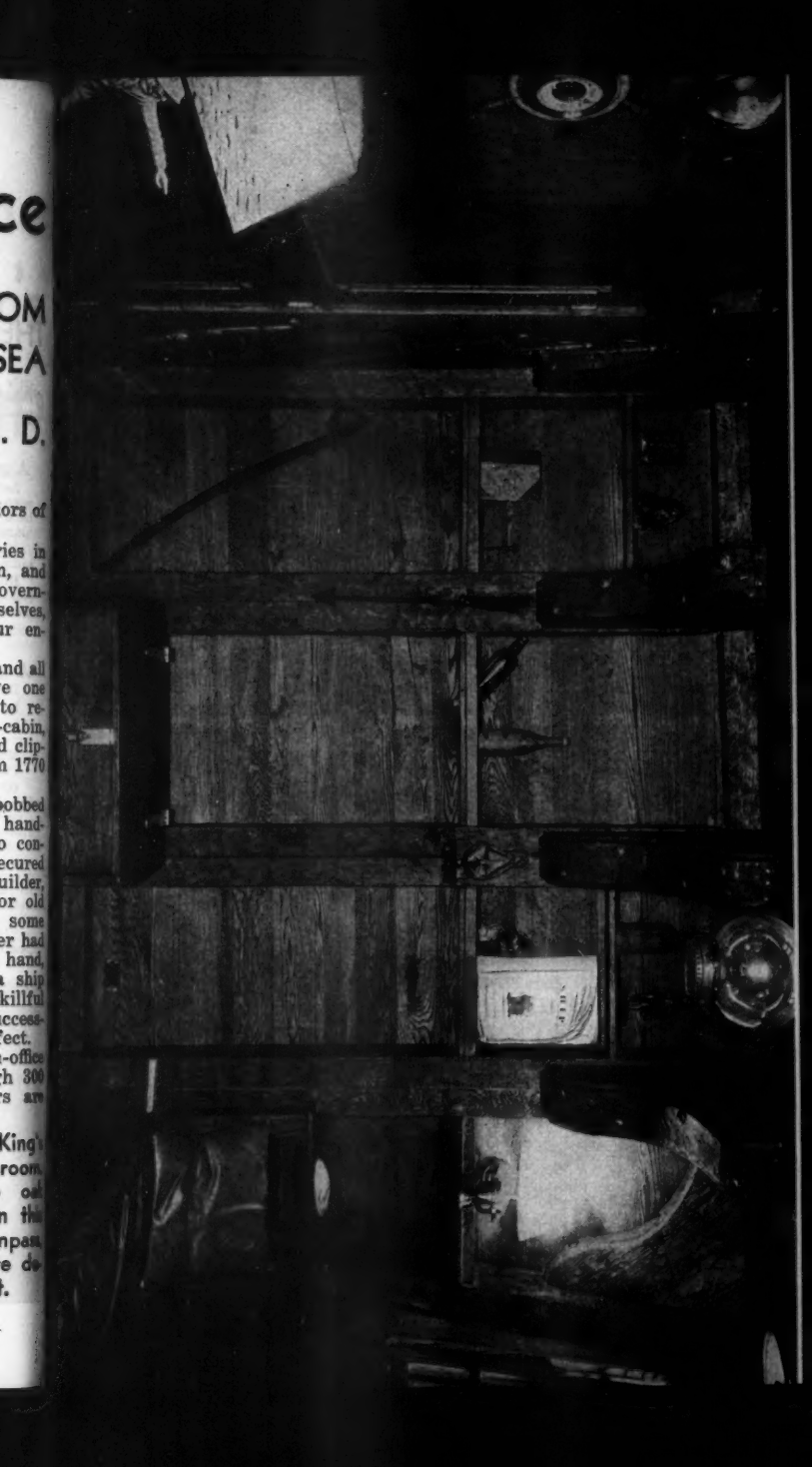
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held together by trunnels, or wooden pegs. The construction throughout is of solid, mature oak.

The floor is planked by a deck, caulked with oakum, and the seams pitched. The nail holes are filled with wooden pegs.

Then new troubles began in finding furniture suitable for the cabin. For many years I had been collecting curios from old ships. The old seachest shown in the photograph is one of my most prized possessions, and was given to me by Captain Malcolm Nash, who began his maritime career on a wind-jammer.

The octant, or sextant-like instrument on the wall, antedates the sextant of today by many years; it is at least a hundred and fifty years old. The tell-tale compass hanging from the beams was purchased from an old curio dealer in New Bedford, who took it from an old whaler which had been "junked" there many years before. It is at least a century old, but still registers true.

The lighting fixtures are all old ship lamps, the side-lights being of pewter and floating in gimbels. The center light is an old lantern which saw duty on a frigate during the Civil War.

The barometer was taken from a French Barque loaded with contraband liquor and captured by the U. S. Coast Guards only a year or two before.

The clock on the wall is a Seth Thomas purchased about twenty years ago, and still a marvel for

time keeping. The pistols and cutlasses are all of ancient manufacture, with the exception of the two French duelling pistols above the ship clock. The water butt standing in the corner serves as a waste-basket; it saw duty during the World War on board a destroyer.

The book on the wall is a seaman's journal of daily reckoning, and contains the log of the Whaler "Plymouth," on a three-year voyage to China and Japan.

The chronometer on the desk is one of the few hand made chronometers in existence, and will run a year with practically no variation.

No desk that could be bought seemed suitable for the office, so we called in our old ship carpenter, gave him the plans, and let him go ahead. It is constructed of hand-adzed oak, put together with wooden pins. The chair was constructed the same way.

It is impossible to describe the personal pleasure that my new office affords me. It makes up in some measure for my inability to sail the seas, compensates for my confinement to a land-locked office most of the year.

The effect upon my patients has been interesting. Whenever a new patient comes in, I invariably lose time getting down to a discussion of his ailments; he insists on gazing around and talking about the surroundings. It is difficult to swing the patient back to a train of thought about his own ailments.

With the exception of a sphygmomanometer on the desk, and a stethoscope hidden behind the desk, there is no evidence that the cabin is anything but what it purports to be. I am now even trying to devise a scheme by which I can hide the manometer.

I confess to a passion for my hobby—the sea. No single thing I have ever possessed has ever given me so much satisfaction as being able to follow my calling in the surroundings which I love.

In the top photograph the author is seated at the desk which was made for him by hand, by a veteran ship's carpenter.

The bottom photograph shows a row of windows which, in a real clipper ship, would overlook the stern. Notice also the skylight at the top.

The Court

AMONG the worst of the many petty nuisances surrounding the practice of medicine is the court subpoena—a slip of paper bidding one come hither at a given time, under penalty of fine.

The law plainly says, “A physician or other scientific or professional witness, stands upon an equality with other witnesses.” The ruling from which this sentence is quoted states further that a physician may be brought to court to testify, under force if necessary, and may be compensated at the usual statutory fee of \$1.00 per day, and 5c per mile for traveling expenses.

Every doctor knows the subpoena nuisance only too intimately from personal experience. He, like the lawyer, is charged with a duty and responsibility to society, and in the free exercise of this responsibility—so long as he holds it—he should be a law unto himself. The law makes it impossible for a physician, receiving a subpoena to court and a confinement call at the same moment, to answer the latter call without being subject to a fine.

For he “stands upon an equality with other witnesses”—equal to the village loafer, the town gossip, the boy who delivers the groceries.

The fact that a physician, caught in such circumstances, would probably be excused by the Court after an explanation does not alter the case. He is subject to the pleasure of the Court, whose sympathies may or may not be with him.

If it were no more than a matter of the physician's comfort or convenience, the loss of his earning time, and even the loss of fees, the arguments against compelling a physician to attend court “on an equality with other witnesses” might have less force. But

nt Nuisance

it is a matter that concerns public health; the efficient administration of medicine under the private system calls for a clear path—with Every Doctor a Law Unto Himself.

The medical profession has every right to demand these three privileges:

1. That a physician called as a witness be given the right to set a time for his own appearance, and the right, similar to an attorney's, to ask postponement of trial, under urgent circumstances.
2. That the statutory fee be made flexible and in accordance with the customary consultation charge of the witness.
3. That a physician, at his own option, be privileged to testify by deposition.

There are many nuisances greater than the one discussed here. But that is no reason for overlooking the necessity of action. Special recognition of the medical profession on a minor matter of this sort will serve as an entering wedge for further recognition in matters of greater import. Once a line of cooperation between the law and medicine is established, the way will be paved to reforms which now seem far off.

A new point of view will be established. The law now makes frequent and fancy use of the phrase "public duty." How many lawyers would take "public duty" seriously enough to leave a lucrative client, rush down to the local hospital, and take a dying patient's affidavit (at a statutory fee of 50c)?

In the administration of law, the lawyers have not been blind to their own convenience. Are not their professional brethren, the doctors, entitled to statutory recognition in behalf of efficient medicine?

H Sheridan Baker

6 Hazards!

A PHYSICIAN'S IDEAS ABOUT HIS INSURANCE

DOCTORS are big buyers of insurance—which is as it should be.

But they are not as a rule intelligent buyers of insurance—which is as it should not be.

Doctors in general are as ignorant of their insurance needs as are laymen in general of their medical needs.

For that matter, the average insurance man himself knows little more—and endeavors to sell the doctor anything he can—particularly the kind which nets him most in commissions. This is admitted by older underwriters, and one even put it that the average young insurance man starting out with a rate book and a short training course, gives service about equivalent to that of the chiropractor with his text-books and his weeks of "study."

Consequently doctors get into messes of insurance which have no balance or logic, and which are anything but suitable to their needs.

Each doctor ought to have an insurance schedule set up for himself on a basis of his own individual, social and financial situation. It ought to cover all emergencies, but ought not to encroach upon fields where his money can do him more good if invested otherwise. Every doctor's insurance case is as different from every other as is every medical case. Each requires appraisal and study on its own merits.

For purposes of this analysis,

insurance protection naturally divides itself into distinct fields:

1. Professional liability.
2. Personal liability.
3. Property protection (fire, theft, damages).
4. Income (accident and sickness).
5. Life.
6. Old age.

From the social standpoint his needs will vary with the following factors:

How many dependents has he?
How long will they be dependent?

Is he free of dependents?

From the financial standpoint the following elements enter in:

Has he an established, stable, permanent, independent income outside his practice?

Has he to depend entirely on his practice for a livelihood?

Does he have partially sufficient outside income?

Does he have an income by inheritance?

Is his wife independently cared for in her own name?

Does his wife have an expectancy of income by inheritance?

Probably many other points come up in each case, but these will serve for generalizations.

Taking the various forms of insurance *seriatim*, and analyzing them against the several factors



1. Buy insurance for insurance only. Endowments are not insurance—they are merely low-return savings plans, and are advisable only if you can not force yourself to save systematically.
2. Buy insurance according to a predetermined schedule, to cover specific needs—not haphazardly.
3. Buy insurance for itself—not to accommodate a friend or patient.
4. Analyze your own insurance needs and buy what you need—not what some salesman wants to sell you.
5. Check over your policies against your changing needs annually.
6. Protect yourself and family against your disability; your family against your death; and your own old age against poverty.

concerned we conclude as follows.

1. Professional liability. No practicing physician can afford to be without this, no matter what his circumstances—particularly if he is doing surgery. Not only his money, but his reputation is at stake if suit for malpractice or other fault arises, and the attorneys for the companies handling this kind of insurance are so much better trained in the art of protecting the doctor than the doctor or any ordinary attorney can hope to be, that it is inexcusable for him to neglect it.

These experts know not only how to escape *payment*—but also how to escape *publicity*. The cost of this insurance is relatively reasonable, since it requires very little expense in selling organization, and since it is so cleverly administered.

The matter of limits of protection is to be borne in mind, however, since the salesman will naturally try to get the physician to subscribe to double indemnity if he can, with an increased premium. It has been found that the 10 and 30 thousand dollar limits (\$10,000 for any one case, \$30,000 for two or more) each year will cover 99 out of a hundred final decisions.

For the beginner that much is unquestionably sufficient, unless he is known to have other means. For the doctor of property, or the man well advanced in practice, double indemnity may be well worth the price.

2. Much the same condition exists in personal liability. Automobile personal liability is essential—no wise doctor will be without it if he drives or has a driver for his car. If he is young, and has a moderate priced car, \$5,000 to \$10,000 limits are sufficient. If better off, these limits should be doubled. Most automobile indemnities run well within the \$5,000 for one and \$10,000 for two or more claim limits.

Automobile accidents are not the only liability the doctor must look out for, however. If he employs people in his office, home, or laboratory, he must examine the state law in relation to employer's liability, and must be protected suitably in this regard where necessary. State laws vary on this point.

3. Property protection. Here is included home, furniture, office fittings, automobiles, clothing, jewelry and other material belongings. They must be protected against theft, fire, and damage. As a rule, in the case of inexpensive furniture, fittings and clothes, insurance is of doubtful value. Only more expensive furniture, jewelry, or equipment need be covered in the average case. For home and automobile, however, it is requisite. Automobiles should always be protected against fire and theft. As to collision damage (which means damage to the doctor's own car) that is so expensive as to be questionable. Many people have given up this type of coverage. Property damage (to the other fellow's car) is more reasonable in price and should be held. Various localities require special protection, as lightning, tornado, hail.

4. Income and Life protection are so closely interwoven that they must be considered together, and as they constitute the bulk of insurance cost, they require most contemplation.

This phase of coverage must be worked out as part of estate-building through a balanced program of insurance and investments. The doctor must first figure out what kind of a minimum estate he wishes to develop over a given period of time. He must figure this on the basis of required present estate, and necessary future estate, 10, 20, and 30 years hence.

As an initial premise, he must divorce the [TURN TO PAGE 120]

the cluttered desk

THE Medical Society of York County, Pennsylvania, used to make its monthly meeting half economic, half scientific. Which half to put first on the program was a question that never could be settled to everybody's satisfaction; a number of members would always disappear before the close of the meeting. The solution came when the officers announced semi-monthly meetings, one meeting to be entirely economic, the other to be entirely scientific.

Serving cake and coffee, a visiting speaker, lantern slide lectures, and other expedients for keeping interest alive in society meetings are all old stuff to the Bell County (Kentucky) Medical Society. Their newest and most effective stunt is the quiz. Instead of reading papers, the members fire questions made up in advance. The recitation period lasts 30 minutes. As many members are called upon as the time allows. The faster the questions are fired, the snappier the meeting. Staying away is considered, unofficially, to be an admission of rustiness. Most members "cram" for an evening or two before meetings, the subjects being known in advance.

There is something strangely fascinating about an old ledger. It tells its story almost as effectively as the pages of an old diary, or an old package of letters. Here are a few entries taken from a doctor's ledger dated 1849:

CREDITS

Boots from Fin Willson	\$3.50
9 Bush. oats from L. Levi	2.25
360 Shingles from Kilsey	.75
1/2 Bush. potatoes, 5 pumpkins,	
1/2 bush. apples from A. Coyelle	2.75

Making pair of pants by Whip Moore	3.75
Salt from Ed Moore	.15
1/2 Dozen chickens from Robinson	.50

DEBITS

County, to visit at Poor House and dressing pauper's leg	\$2.50
H. N. Cole, to visit, medicine and staying all night	3.50
John Potter, to medicine for self	.25
Visit and medicine to Elizabeth	1.00
Medicine for Will	.50
Visit and medicine to child	.50
Ray French, to accouchement, 12 hours	5.00
Call and opening abscess on child	.50

That doctors in Florida are thinking along the same economic lines as doctors in Montana—or even in France and Germany—is not so remarkable, considering the speed with which ideas are exchanged back and forth today. But it is startling to read these proposals made by one N. M. Choudhuri, M.D. before the All-Bengal & Assam Homeopathic Conference in Calcutta:

"We must establish a publicity department throughout the Indian provinces to enlighten people; arrange lantern lectures and public meetings in different parts of the provinces regularly, so as to be able to explain the simple home-truths of medicine in every day language, to all shades and classes of intelligence."

Sitting alongside was Maharaja Bahadur of Cassimbazar Srijukta Srish Chandra Nundi.

Those four skiers on the cover, who look as if they were somewhere in the Swiss Alps, are in reality at Lake Tahoe, California—a mountain resort 200 miles east of San Francisco.

Everybody's Business

By FLOYD W. PARSONS

THE stock market has demonstrated its power to dispel each and every evidence of renewed hope. This is making it hard for business to raise its head. As a result we face the certainty that current speculative practices will become a vital issue in forthcoming legislation.

The advocates of free and unhampered speculation declare that raids are a myth, price-rigging is of no consequence, short-selling is a boon to the public, and the stock market is merely a reflector of business conditions.

Fortunately, the education of the public on this subject recently has been rapid and thorough. The average intelligent citizen has come to regard as pure nonsense most of the recent talk about the beauties and benefits of present speculative practices.

The Stock Exchange has become a business menace because its machinery is used largely by people who are interested only in price fluctuations. Most of the day-to-day traders are neither concerned with the production of useful articles nor service to the public. They are not investors willing to wait patiently for a profit, as is indicated by the fact that the entire capitalization of many corporations frequently is bought and sold in the period of a few days.

The professional bear is often a powerful financier who sits in the directors' meetings of important banks and great corporations. Such an individual, short of thousands of shares of other people's stocks, is unable to offer that kind of constructive advice that would best serve the public. Bank failures, receiverships and various other kinds of bad news are merely music to his ears. Calamity is his national hymn and he loses no opportunity to preach it as well as profit by it.

By no means is Wall Street altogether bad. In it are a great many men who could have made millions of dollars in recent months by playing the short side of the market, and yet refused to do so because they did not want to increase the sum total of suicides, bank runs and general human misery.

But unfortunately, there are many other people, without conscience or any sense of responsibility, who are not bothered by such scruples. Some of these men already had more money than they could possibly ever need and yet have not hesitated to circulate false reports, spread half-truths, under-



Photo by Ewing Galloway

WHY WE FEAR TOMORROW

"The time has come for action to better safeguard the savings of the public—to prevent unwarranted price swings manufactured by gamblers."

mine confidence, capitalize the nation's distress and be a party to the spread of poverty and discontent.

The destructive manipulation of stock prices in a time like the present is as dangerous an attack on property as widespread arson or theft. It is unmoral, illegal and probably the greatest single economic peril that confronts us. It has done more than all else to crush the railroads by spreading fear throughout the land and causing a drastic curtailment of consumer buying. It has undermined the stability of our banks and damaged the country's powerful insurance corporations by fostering a senseless hysteria that reduced prices of equities to

levels wholly unjustified by anything except temporary artificial conditions.

Doubtless the defenders of the New York Stock Exchange are entirely honest in their declaration that short-selling serves a useful purpose by checking runaway bull markets and providing a "cushion" for tumbling stocks. Equally sincere is their belief that the evils

of short-selling are exaggerated and that to curtail the practice would only render the market more liable to severe price declines.

Such arguments are not getting far with the public in this time of crisis. The intelligent citizen is quite aware that unrestricted short-selling in 1929 did not prevent stock prices from rising to record levels that were no less than criminal. He has sufficient intimate facts at hand to understand that a true recital of what has taken place in the bear crowd would make an unsavory story of treachery and cruel destruction. The home of the average American would not be safe over his head if current

ARTHRITIS

"...one of the most important advances toward the alleviation of the pain and crippling action of hypertrophic arthritis that has yet been made."

The words aren't ours, but the written opinion of a prominent clinician. They refer to the use of Farastan (Mono - Iodo - Cinchophen Compound) which this doctor classifies as "an extremely valuable drug."

The systemic as well as symptomatic value reported, we believe, is due to the unique form in which the Iodine is incorporated in the chemical structure. Due to its chemical characteristics it is less likely to cause side reactions.

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stock-exchange practices were applied in the real-estate field.

Of course, the stock market is not solely to blame for present ills. Greed on the part of bankers, investment houses and industrial exploiters has resulted in huge losses to people who have invested their savings in watered stocks. Hundreds of questionable mergers have yielded enormous profits to their promoters. In most such cases the financial interests got their take-off in immediate cash, while the public was left to carry the load of almost worthless securities. But the stock exchange has been an active and powerful accessory in most of these unsound operations through failure to properly supervise and reject unsafe flotations.

Congress is about to assemble, and we may be sure that the public outcry against unrestricted gambling in the nation's chief securities market will soon result in some form of remedial action. The routine short sales beneficial to commerce—such as the hedging of a miller who sells wheat short as a protection against price fluctuation when he buys wheat to grind—may not be disturbed.

But the loaning of stocks by brokers without the explicit consent of their owners, the opening of the books of specialists to members of bull and bear pools, the short-selling of his own stock by the officer of a company, the dissemination of untruth to assist market raiders and manipulators, certainly should be given legislative attention.

Many of our senators and representatives in Washington, as well as in the respective states, are now on record as being definitely opposed to the recurring orgies of speculation, the misuse of bank funds and hazardous programs of corporation financing.

Listed on this side of the controversy are Senators Shipstead, Nye, Frazier, LaFollette, Blaine, Norris, Howell, Norbeck, Wheeler, Brookhart, Caraway, King,

Schall, Dickenson, Costigan, Smith, Connally, Barkley and McKellar. In addition it is probable that such leaders of the Senate as Watson and Glass will cooperate in the creation of reasonable legislation to safeguard the public and its property from the consequences of reckless banking and speculative practices.

The war was responsible for making us a nation of speculators. Liberty bonds and their fluctuations were the reason. Then our big corporations spread their stocks to the far ends of our land. The American Telephone and Telegraph Company belongs chiefly to people who have less than ten shares apiece. These tens of thousands of stockholders have watched their investments shrink to a third or even a tenth of their former values, and have become fearful of tomorrow.

So the time has come for action designed not only to better safeguard the savings and investments of the public, but to prevent unavoidable business readjustments being intensified by unwarranted price swings manufactured by irresponsible gamblers.

Everyone who is opposed to the use of loaded dice and who is in favor of fair play and square shooting in the financial world should make this vital problem his own personal business by communicating with his state and national legislative representatives.

When some of our legal bonds drop to 40 or less; when money is sought at a cost of suicides and widespread misery; when 9,000,000 people in the United States in 10 years have \$2,000,000,000 of their money tied up in bank failures....

When our streets and parks are thronged with penniless, beaten humans seeking charity; when basic commodities are selling below cost; when the depth of the valley of each succeeding depression grows greater, not less; when speculation reaches a point, as it did in 1929, where it threa-

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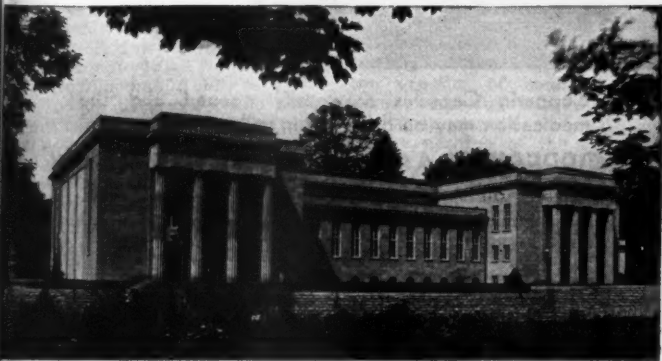
tens the Federal Reserve System and drags into its net many thousands of chauffeurs, janitors, bootblacks, clerks, teachers and mechanics....

When 400 investment trusts owning billions of dollars worth of stocks and bonds are governed in their operations by charts and price movements more than by dividends and interest; and when

the stock market is able to divert bank credit from legitimate business to reckless speculation, then it is time to recognize that our present system is badly in need of repair!

The Stock Exchange is one outstanding opportunity for a beginning of the vitally necessary work of curbing greed, fraud, injustice and crime.

New Heart Institute Offers Facilities



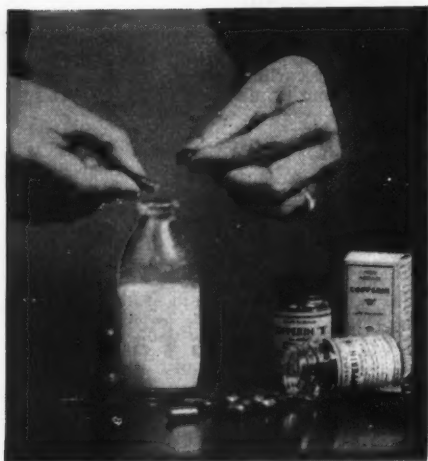
Physicians visiting Germany may have free use of working rooms for independent research on affections of the heart in the new Kerckhoff Institute in Bad Nauheim near Frankfort-on-Main.

The Institute was erected and endowed by Mrs. Louise E. Kerckhoff of Los Angeles in memory of her husband, William G. Kerckhoff. It was dedicated on October 17. It is said to be the first institute in Europe for exclusive research on treatment of heart diseases.

Dr. Groedel, director of the Institute, is a professor at the University of Frankfort.

COPPER and IRON in ANEMIAS

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INSTANT SOLUBILITY
TASTELESS
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Copperin Capsules are easily opened and the medication may be dissolved in milk or any formula.

COPPERIN "A" (for Adults)

COPPERIN, a soluble compound of copper and iron, has been developed in recognition of the fact that iron alone is not sufficient to bring about regeneration of hemoglobin.

COPPERIN combines the same salts of copper and iron which were experimentally found to be most effective, adjusted in proportions which have clinically shown the greatest hematopoietic response.

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COPPERIN is an ACTIVATED IRON used in ANEMIAS and wherever ordinary iron preparations are indicated.

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IT'S NOT IN CALIFORNIA

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THIS "So I Went to California" matter has been very interesting. I, too, went to California. And many others were coming to California during the time I was there.

That was demonstrated by the number of men that were continually coming to my office and other places I frequented, inquiring about possible and impossible locations in California, for the practice of medicine. Among them were young men, middle aged men, and men well advanced in years. A few stayed. Most of them did not stay.

California has a lot of good men in our profession who have been there a long time and are well established in practice. Some of them look askance at the flock of newcomers and show some signs of resentment. Most of them, however, are tolerant and some really cordial.

The personnel of practitioners there does seem to shift a lot more than in our more eastern localities. For instance, I was accorded the courtesy of an appointment on the staff of a hospital dispensary. The work was interesting, and being all charity, there seemed to be plenty of it. At a meeting of the dispensary staff I was keeping myself in a modest, semi-retiring attitude, as became one I supposed was the newest addition to the staff.

In later conversation with a young member I found that I was an oldtimer on the staff compared to him.

I am now back in the Great

Lakes region rehabilitating the loyal remnants of a once most excellent practice.

Dr. Breuer is right when he says that he who pulls up the stakes that he has been setting for years, and departs from a practice which he has established, to a new field, "must begin at the very bottom" and build anew. "Which is not so hot for one nearing (or on) the sunset slope of life" as he gently puts it.

I was not disappointed in, or by, California. I went there expecting to do next to nothing in the practice of medicine, in a land o'erflowing with doctors of all types, creeds, and pathies—to say nothing of the cults.

California and all of these received me kindly.

Some fourteen months of practice there showed results as good as the first fourteen months of practice anywhere could reasonably be expected to show.

If I had been financially able to retire—well, of course I would not have retired—but I would have been in position to stay in practice in California and revel in the mingled romanticism, idealism, and materialism—the beauty, the ugliness, the sublime and the ridiculous there, as found nowhere else on earth and over and above all else a magnificent, unswerving optimism.

Paradise is a matter of relativity. To an Esquimo it is a seal's air-hole in the ice which never fails to provide a fat catch.

[TURN THE PAGE]

SURGICAL **BAY'S** DRESSINGS

A MACHINE MADE READI-PAD

BAY'S Read-i-Pads are machine made, gauze compresses; folded so that there are no frayed edges. They are enclosed in individual glassine envelopes. Steam sterilized after sealing.



The professional packages are as follows:

18x36 inches	10 Read-i-pads (5 yards)	per box	\$.55
12x36 inches	15 Read-i-pads (5 yards)	per box	.58
6x36 inches	30 Read-i-pads (5 yards)	per box	.60
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6x18 inches	60 Read-i-pads (5 yards)	per box	.95

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M. E. I

Gentlemen: Kindly send me free sample of BAY'S READI-PAD.

Doctor

Street & Number

City..... State.....

Surgical Dealer.....

The eastern physician who expected to find in California a doctor's paradise was wrong in his premises. He took it for granted that somewhere on this earth there existed paradise for physicians. There is no such place or thing.

Why blame California for that? Several of us Milwaukee doctors have gone to California and practiced medicine there for a time. I believe that every one of these is back at work in Milwaukee. I do not know which one of these wrote to Dr. Breuer "I think you are crazy," but I do know *why* he wrote that. You see that Milwaukee doctor had gone to California from the best city in the United States.

California was too greatly handicapped to meet his business expectations. I think that each of us made the same mistake. We did not burn our bridges behind us.

I left at Milwaukee an eye, ear, nose, and throat practice with a nine-room office suite containing an equipment which cost me ten thousand dollars. Too much drag. I had to come back to take care of it.

Just as soon as I again get this practice into good running order and find a good man whom I believe can continue it that way, I am going back to the Sunset coast. Wisconsin is wonderful. But so is Southern California.

Bankers Analyze Personal Credit

IF all the personal credit now outstanding in the United States were divided equally among the entire population of the country, each person would owe \$92.43. The American Bankers Research Foundation found this out when it made an analysis of personal credit, and discovered a total outstanding in the nation of \$11,198,500,000.

This table shows how it is divided:

Installment Sales	\$ 2,600,000,000
Open Book Accounts.....	2,500,000,000
Insurance Loans	
(a) Life Insurance Loans to	
Policyholders	2,000,000,000
(b) United States Veterans.....	1,000,000,000
Commercial Banks—Non-Specialized	
Small Loans	1,000,000,000
Pawnbrokers	400,000,000
Loan Sharks	375,000,000
Building and Loan Associations to	
Stockholders	295,000,000
Personal Finance Companies.....	290,000,000
Industrial Banks	250,000,000
Savings, Loan and Investment	
Companies	200,000,000
Unlicensed Lenders	175,000,000
Credit Unions	41,000,000
Remedial Societies	30,500,000
Actzhahs	30,000,000
Employers' Plan	12,000,000
Total.....	\$11,198,500,000

WEAKENED ARCHES FLATFOOT

This painful condition can be relieved and corrected by simple, ethical treatment, involving exercise and mechanical support.

WHEN objective symptoms of rheumatism are lacking, pains in the calf, thigh and lumbar region are frequently signals of a weakened arch condition.

A valuable aid in diagnosis of this trouble is a Pedometer print of the patient's feet. This can be made for you at any shoe or department store which features Dr. Scholl Foot Comfort service. It will indicate the actual extent of depression existent and permit correct fitting of the necessary mechanical support.



Arch Support Fitted to Weak Arch



Typical Relaxed Weak Foot

Dr. Scholl's Arch Supports have been prescribed by physicians for more than 20 years in cases of this kind. They provide the necessary support and at the same time encourage proper muscular action which is essential to correction. As the condition improves, Dr. Scholl's Arch Supports can be adjusted progressively to the feet, until complete correction is achieved.

Arch weakness and other foot troubles are fully discussed in Dr. Scholl's book "Foot Weakness and Correction for the Physician". Coupon below is for your convenience.

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Can the Health Officer Root for Physicians?

WELL, WE'RE DOING IT HERE

By F. J. Austin, M. D.

Pennington County, S. Dak.

PEOPLE do not go to a physician or dentist because they want to, but because they feel it is necessary. A campaign carried on primarily to increase the employment of the doctor, in the same manner that the telephone company endeavors to increase the use of their service, is doomed to failure, principally because the employment of a physician or dentist is not attended by pleasant anticipation. More often it is associated with something unpleasant and expensive.

The maintenance of health is the one point of contact between the medical profession and the public, and as this is the principal function of a Health Department they are in position to pass to the people propaganda along this line—to make the people "health conscious."

People are prone to neglect a bodily ailment until it has reached such proportions that it demands attention. By that time it is often a serious malady. When it has reached such a stage that the person is convinced something must be done, it may be beyond the stage of cure.

When I assumed the duties of full time county health officer for this county, coming here from a distant state, I went to the leading newspaper in the city and told the editor it was my desire to give Pennington County

the most efficient health department service within my power, but that I must have his cooperation to put the job over as it should be.

The outcome of our talk was that the editor agreed to give me daily space in the paper, and I agreed to furnish him copy of sufficient interest to the readers to warrant the space. How well we have succeeded can be judged by the fact that when our supply of material is running short the editor immediately notifies us.

Writing a daily article is somewhat of a task, or becomes so after the first hundred or so. It requires a great deal of study and outside reading to find sub-



"We sell health—not sickness"

In addition to purity of ingredient, dosage accuracy is of paramount importance in every pharmaceutical agent.

For over half a century the House of Wyeth has deserved the confidence of the physician because of pharmaceutical accuracy. We aspire to deserve this confidence through all the years of the future.

One of the first to pioneer more convenient, more palatable methods of exhibiting standard drugs, the House of Wyeth continues to uphold a reputation for the pharmaceutical elegance, accuracy and dependability of its tablets, granular effervescent salts, capsules, tinctures and elixirs.

JOHN WYETH & BROTHER, INC., PHILADELPHIA & MONTREAL
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jects which will be of interest, and then to put those subjects in such shape as not to be too technical for a person of average education.

Health publicity should not stress too strongly the bare idea of "see your doctor." This idea must be put over by logical reasoning, showing the desirability of consultation with a physician. We stress the maintenance of health by caring for diseases while they are still amenable to cure, not by allowing any disease to develop into a serious condition. In all of our articles we endeavor to lead the thought back to the physician as the one and only person capable of giving worth-while advice regarding disease or physical disability.

Most people are interested in health, but often they do not have the opportunity of acquiring authoritative information. Many conditions which seem trivial to the person concerned may, as we well know, be symptoms of, or lead to serious consequence, and we endeavor to present these conditions in such a way that the people may become familiar with certain symptoms and abnormal conditions which should be taken to their doctor.

We attempt to build up increased confidence between the public and the home doctors. Quite frequently we publish an article in praise of the home doctors and hospitals, and we know of several cases which have stayed at home because of this.

We have found that publicity in the way of questions and answers have more of a personal interest than when the same subject is presented as a health write-up. People seem to be interested in knowing what the other fellow is asking about. Usually a question is about some definite disease or treatment. Many questions are sent in unsigned; but this is an unnecessary precaution, as the name of

the questioner is never given in the answer in the paper. All questions are answered, whether they are asking information or making a criticism of the department. If the answer is not definitely known we frankly say so and then tell what is known about the subject.

One thing we are careful not to do is to criticize other methods of treatment. We believe the man who is spending his money has a right to choose what system of treatment he shall receive. We attempt to show him the method in which we have the most confidence, but we do not wish to advertise the several different cults by appearing to knock them.

Some few years ago a certain group of physicians in an eastern state attempted to educate the public away from a certain cult by public propaganda knocking that particular cult. After a time their finances ran out, and I have been told the local representatives of the cult which they were knocking got together and agreed to furnish the necessary finance to continue the campaign, as in their opinion it set the people thinking and talking more than any amount of advertising they could put out for themselves. I do not propose such a state of affairs to occur through our articles, and besides I doubt if the editor would accept such material.

In our newspaper articles we have never advised chiropractic treatment, but we have never condemned it. We did write several articles explaining the different theories of disease and methods of treatment and thought we clearly proved the correctness of the germ theory, but even at that the non-medical cults still seem to be doing some business.

We believe a county medical society or group of physicians is seriously handicapped in their publicity campaign if they do not

have the cooperation of an energetic and full time county or city health department. It is possible for a health department to put out much publicity without being placed in the position of having a direct financial interest in the benefits to be derived. This is not possible with a health officer who is also in private practice, because the public would feel that he was using this means to advertise himself and bring more patients.

When a group of physicians is known to be sponsoring such a campaign, great care should be used to prevent the public from forming the impression that the doctors are trying to "drum up more business" for themselves. It must be presented to them in such a way they will see it is for their own good and a philanthropic move on the part of the doctors.

A misconception of the motive of the publicity cannot be gained when the material used is prepared by someone known to have no financial interest in the matter. A county or city health department is in such a position and when the health officer has the confidence of the public, his advice regarding the matters of health and sickness are more readily received and valued.

In none of our articles is treatment given, except such home treatment as is suitable for minor conditions or as first aid, but always the advice is stressed to obtain the advice of the regular physician as he alone is able to diagnose and properly treat diseased conditions.

An editor in a neighboring state some time ago published in his paper his own opinion that their county did not need a health officer "just to tell people to go to their doctor." That is true, because most people who are seriously sick know enough to call a doctor, but it is the many who have what appears to them trivi-

al conditions which are the beginning of serious cases of sickness. These should be brought to a realization of their need of expert advice.

We must make people "health conscious" so that they will consult their doctor while the opportunity is still present to do them a lasting good.

Bring the public to realize the importance of keeping well by frequent consultation with their physician and we do not need to worry about whether they will call their doctor when they have something serious the matter.

We endeavor to sell *health*, not the treatment of sickness.

Has our campaign been of practical value to the physicians? We believe it has from the many reports we receive from both the physicians and dentists. The doctors have given our department their hearty cooperation and while we have invited all of them to write articles suitable for our column, only a few of them have done so, as they say the articles are covering the matter as well as possible. At least none of them have criticised our campaign so far as we know.

Newspaper publicity is only a part of the publicity of the health department. We appear before numerous meetings, and in all of these we constantly endeavor to bring the matter of health to the attention of the people and the importance of their physician in maintaining health.

Our newspaper campaign is not perfect, but we feel it is a step in the right direction. We do know a great many people are reading our daily articles, and many of them are getting a better understanding of the benefits to be derived through the medical profession and the value to them of consultation with their physician.

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"Flat-Charge" Surgery

QUOTING FEE IN ADVANCE

By George B. Lake, M. D.

NO one can be blamed for dreading to undertake a financial obligation without knowing the amount of the expenditure to which he is committing himself, nor for feeling aggrieved when the size of his commitment exceeds his plans and expectations.

The trouble with the cost of surgical operations, about which there is so much outcry just now, is that the man who is having it done, on his person or on that of a member of his family, has only a very hazy idea as to what it is going to cost, before the operation is done.

Aside from the emergency work which follows accidents, seventy-five percent or more of surgical operations are planned or weeks in advance (if obstetric services are included, as they should be, the percentage would run nearer ninety), and some sort of financial arrangements are, or ought to be, made long before the patient goes to the hospital, so there is ample time to do the thing in a business-like way.

There is no reason (and the only excuse is based on archaic precedent) why the financial side of medical service should not be discussed, between a physician and his patient, as frankly as is his physical condition.

Steadily increasing numbers of forward looking hospitals are seeing the handwriting on the wall and are offering certain types of service, delivered complete, at flat rates. One hospital in Chicago

will take a tonsillectomy case, to stay one night in a two or three-bed ward, for ten dollars, or an obstetric case, staying two weeks in a two-bed ward, for fifty dollars. This includes, in both instances, floor nursing only, for in nine cases out of ten that is all that is necessary.

This hospital will also, if desired, figure flat rates based on more elaborate services. Another Chicago hospital has an arrangement whereby, for a flat fee of twenty-five dollars, a patient may have the consulting service of as many of the specialists on the staff as are necessary to arrive at a diagnosis.

It seems entirely practicable, then, for a surgeon or obstetrician to come to an understanding with the hospital or hospitals to which he sends his patients, as to what their charges will be, based on different types of service.

He can then when consulted by a patient, refer to these lists of charges and say, "My fee, based upon your financial rating or status, for doing the herniorrhaphy you require will be \$150. Your complete hospital expenses at the A.B.C. Hospital, for the entire period of your stay, will run from \$50 to \$100, according to the kind of accommodations and service you feel able to pay for. At the X.Y.Z. Hospital the rates run from \$65 to \$125 for complete expenses.

"At either institution, I have assured myself that the attention

"CONSISTENCY, thou art a jewel"

THE one who said "Consistency, thou art a Jewel," must have had in mind how meticulous people are about oral hygiene and rarely if ever, give that "Port of Entry" for disease germs, the nose, an internal bath.



Normally functioning, the nose acts somewhat as a filter for the dust and germ burdened air of modern life; but when occluded with mucus deposit it probably serves as a culture tube for germ propagation.

ALKALOL does not kill germs or tissue, but has decided pus and mucus solvent properties,

with an added blandness that leaves delicate membrane cleansed, soothed and better able to resist germ invasion.

Equally efficacious in clearing the eyes of an infant after silver treatment, or in dealing with irritated or inflamed membrane of the adult body.

Try it in your own eyes or nose.

GENEROUS SAMPLE ON RECEIPT OF CARD
OR OTHER EVIDENCE OF PROFESSION

The ALKALOL Co.

TAUNTON, MASS.

you will receive, for the smallest charge mentioned, will be entirely sufficient to meet the needs of a prompt and comfortable convalescence. Here are the rate lists. Make your selection. If you pay cash in advance for the entire bill, you will be allowed a five-percent discount."

With this sort of a proposition before him, the patient would know exactly what he was doing and could make intelligent arrangements for dealing with the situation.

Any hospital which has been in operation for a few years could draw up such a list of charges by ascertaining, from its records, what the average total expense (including operating room fee, anesthetist and anes-

thetic, laboratory fees, dressings, etc.) has been for handling 100 or more cases of various types.

A reduction from this average should be figured on the basis of the elimination of bad accounts, so as to have a schedule approaching, as near as is possible in handling sick human beings, to mass production.

I have a strong feeling that the surgeons, obstetricians and hospitals that cooperate and organize along some such lines as these and come to definite and business-like understandings with their patients *beforehand*, will be the ones that will show the most satisfying professional and economic success during the years to come.



1931 Nobel Winner

This is Professor Otto Heinrich Warburg of the Kaiser Wilhelm Institute for Biology, who has been awarded the Nobel Prize for Medicine for 1931, by the Caroline Institute in Stockholm, Sweden, for his studies of cell respiration.



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what an asset your sterilizer can be until you own a Pelton Duplex. It's a time-saver and a space-saver, with radio-type controls and the smoothest foot-lift imaginable. Few things, if any, could bring to your office more convenience and beauty. Yet its price is a feature—so moderate you need no longer put up with obsolete sterilizing equipment. Order the Duplex from your regular dealer. For further details address

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PELTON & CRANE COMPANY
DETROIT, MICHIGAN

PELTON DUPLEX STERILIZER

Cat-calls? No!

ANSWERING DR. HAIGH ON STATE MEDICINE

By Fred D. La Rochelle, M. D.

DR. HAIGH'S solution of the medical problem in this country (MEDICAL ECONOMICS November, 1931) is indeed very simple, but it might be well to experiment on a larger scale before scrapping our present system and going in so deeply for socialism. The results in the Canal Zone would hardly justify the change he proposes.

If Navy and Army physicians, as Dr. Haigh says, receive readier recognition by American medical bodies it is probably more out of respect for their government than for their accomplishments, excellent as these may be.

The reason members of Congress voted themselves the privilege of free treatment in government institutions is not far to seek. It is to be noticed that the service is both free and facultative. When these men require ordinary service they are ready enough to be guests of the government, but when they are in need of serious attention they invariably seek the advice of men who have distinguished themselves in private life.

A conservative estimate of the cost of this service to the government is \$100 a day per patient. Were members of Congress presented a bill for the full cost of their care in government institutions they very likely would be rare visitors!

Dr. Haigh says that self-reliant enterprise without moral re-

straint can do more harm than good. What is it that makes a man moral on becoming engaged in government work? We often speak of the government but this is a mere abstraction. The government is in reality the men who control its policies. There is nothing in history to indicate that the mere fact of becoming a government employee makes one moral; in fact, instances to the contrary are not difficult to find.

The powers of the medical profession are not unlimited. What about the innumerable boards and commissions charged with the supervision of the practice of medicine? If these are not successful in preventing wanton abuse why create more?

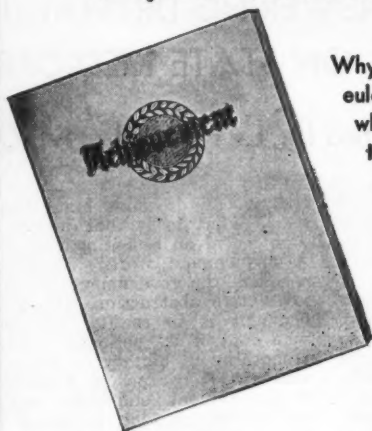
Some would have us believe that there is no cooperation in medicine. How about the great institutions throughout the land? How could the vast amount of capital be found to build them and how could they be maintained without cooperation?

If for better or worse the growing complexity of our civilization is disturbing many individual relations would it be wise to increase this complexity? Attempts on the part of the government to regulate the affairs of the people have not been sufficiently successful to warrant further attempts at socialization.

Corporate service has supplanted in many instances personal

**"We idealize the Chief of Men
Why not idealize the Doctor, then?"**

—James Whitcomb Riley.



Why not indeed? Why not also eulogize those medical men whose ambition has forced them to achieve fame outside of their profession, earning for them the plaudits of posterity.

Doctor and---

AUTHOR, POET, SOLDIER, STATESMAN, INVENTOR—Such names as Schiller, Keats, Living-

stone, Wood and Clemenceau—32 pages of inspirational reading contained in

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Dr.

service but has this operated for the better? France is very fortunate today in having its peasant class and Premier Laval cited them recently as one of the agencies that made it possible for this country to weather the present storm with confidence. The tendency of social units to grow larger and larger carries with it real dangers that we might well weigh before pushing the individual in the background.

Dr. Haigh would have us believe that the medical profession has completely fallen down. Admitting that there is room for improvement it may be well to go slow before making radical changes. The existing system represents a steady evolution over a period of centuries and if medicine is what it is today it is not due to want of revolutionary theorists. But these individuals were never successful in persuading their fellowmen to accept their plans. Now they hope to have government agencies put in effect by force if necessary what the public would never accept directly.

Superlative as applied to treatment in existing medical wards is an optimistic judgment. While this care is good it is a question if all the people would be satisfied with such a service.

There is no objection to team work, the trouble comes when the government is asked to foot the bills. If any doctor or group of doctors want to practise teamwork there is nothing to stop them; but they should do this at their own expense. If their theories do not bear fruit it should be their loss and not that of the public. Possibly this is the reason theorists advocate state medicine; they do not have complete confidence in their scheme.

Today if a patient does not know how to select a good doctor it will pay him to take the time and learn. If he chooses to let the government engage one for

him he may find the expense considerable.

It is only a confirmed optimist who would believe that political influence would vary inversely with the growth in size of medical service. There is evidence that the contrary is true in other government enterprise and there is nothing to indicate that medicine would be an exception.

Under state medicine progress would not be hampered for the reason that there would be no progress. Can anyone imagine a bureaucrat with a new idea? He would simply lose his job.

If governments are so efficient why did it cost vast amounts of wealth and millions of lives to teach the Allies that one competent and responsible man could manage armies better than a number of commissions and boards with divided authority?

Education may be universal but it is not free. If one only examines municipal budgets he will soon realize this to be the case. It is an illusion to believe that education or anything else is free. Because it is paid indirectly does not mean that payment is evaded. While systems of state medicine in Europe vary in detail they are all socialistic measures and their excessive cost has brought once prosperous nations to the verge of bankruptcy. If civilians have begun to appreciate health and vigor it would be an error for the people to buy these at the price of their liberty.

A bureaucracy such as proposed by Dr. Haigh in conjunction with what we already have would take all our revenue and make slaves of the American people. In Germany today individuals are paying as much as 80% of their earnings for income taxes and then the government cannot meet its obligations. A fine system for America to copy!

Everyone unable to engage in gainful occupation as a result of sickness or injury may have a medical examination now; as much or as little can be had as



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desired for a modest fee. Under state medicine one would have to pay whether he needed it or not and when it was wanted bureaucratic service alone would be available. If individuals have not enough education to obtain proper service from men licensed by the state to render this service it certainly speaks ill for an educational system that is largely in the hands of the government and this would seem to be a poor argument in favor of state medicine.

Modern methods have cut the cost in general in business but not in government expense. Government costs go up but never come down.

Socialism, bolshevism and paternalism are not cat-calls but false theories whose perennial prophets ignore the teachings of the past.

In 1916 welfare bodies passed resolutions that would enlarge the scope of their activities. They never did otherwise. Passing resolutions is a simple matter when others must bear the expense. But these resolutions did not impress the men and women who still have faith in the form of government that made their country great.

Socialists have always exaggerated the shortcomings of other forms of government and ignored

their own. Socialists are sometimes defined as capitalists out of work and as soon as they do accept responsibility they invariably adopt the measures they feigned to despise. Note Prime Minister MacDonald in England. There was a socialist but what did he do when confronted with danger to his country? He threw his doctrines overboard and adopted the commonsense measures of the hated capitalists.

We have had in recent years attempts at socialism but in every instance where these theories have been put to the test they have been found wanting. It is the old struggle between the people and their government. In this country the policy has prevailed that the government should only undertake what the people can not do for themselves.

Departure from this policy since the War has brought on the most severe depression in our history and now the only solution available is less government in business and more business in government. It would appear much wiser to improve what we have inherited from our fathers—the fruit of careful planning over a period of generations—than to accept full grown as from the head of Jupiter a new monster not knowing the size nor the number of his teeth.

Cleveland Continues Health Talks

THE Academy of Medicine of Cleveland, Ohio, found its program of public health lectures so successful last year that it has decided to continue the series as an annual feature.

The lectures take place on Sunday afternoons. Subjects promised this year are: "What Science Knows About Cancer," "Why Think About Eating?", and "Fighting Death After Forty."

The Academy announces that this season's program was made possible by a gift from the S.M.A. Corporation of Cleveland.

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Pow-wow

WITCH-DOCTORING IN AMERICA TODAY

By Herschel Deutsch

MRS. Emma Noll, 90-year old "pow-wow" doctor of York County, Pennsylvania, carefully smoothed the dollar bill and spread it on the open palm of her patient. Then slowly, ritualistically, she lifted it and stared into the hand. Raising her rheumy eyes she looked long and solemnly into her patient's face.

Her diagnosis, despite her awkward, toothless mouthing of the local dialect, was simple and direct.

"Mr. Blymyer," she said, "you have been bewitched—'hexed'. This sapping away of your life which you have been feeling, this inability to eat and sleep, is the result of a spell put on you by Nelson Rehmeyer. In order to break it you must either take from him his copy of the witchcraft book, 'The Long Lost Friend', or obtain and bury six feet in the ground a lock of hair from his head."

John Blymyer, stolid, taciturn Pennsylvania-German farmer, did not question the diagnosis or the prescription. He knew that he was bewitched. Other "pow-wow" doctors, before Mrs. Noll, had told him that. None, however, had designated the "hexer" so positively or prescribed the treatment so definitely.

Together with Wilbert Hess and young John Curry, both of whom were also convinced that the elderly Nelson Rehmeyer had cast spells over them, Blymyer

set out to carry out the instructions specified by the "pow-wow" doctor.

The events of that bleak November evening were destined to be chronicled in the press of the entire nation, for in the struggle that attended the attempt of these three to obtain the lock of hair, something unforeseen and calamitous happened. Rehmeyer was killed.

The "Hex Murder" trial, in the course of which Blymyer was sentenced to death and the others committed to prison, centered the eyes of a curious world on this strange section of a rich and populous state and the almost incredible medieval belief in



Pow-wow Doctor Lenhart, called the most prominent "hex" practitioner in York.

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For the benefit of those who use Bard-Parker knives, the Bard-Parker Company has perfected a highly efficient distribution system. The surgeon is assured of a dependable source of supply, sufficient at all times to meet every emergency. All dealer stocks of Bard-Parker knives and blades are of the same high quality and uniformly priced.

Prices: Bard-Parker handles—\$1.00 each. Blades, 6 of one size per pkg.—\$1.50 per doz.

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369 Lexington Avenue, New York, N.Y.

It's Sharp

witchcraft which still existed here.

The sharp publicity has forced the practitioners into cover and the believers into discreet silence. In Lancaster and York Counties today there is little or no external evidence of these ancient beliefs and practices; no casual outward sign that "pow-wow" doctors and their kind are still practicing.

Nevertheless, a recent quiet investigation has disclosed considerable evidence of the extent to which Hexology still flourishes and the people of the district still continue to follow the ideas revealed during the "Hex Murder" trial. These ideas seem to be in the very blood of these people. The depth of their convictions regarding them is attested by the revealingly direct witness-stand testimony of Blymyer himself.

Of course he and his neighbors believed in these things, he said. When one was "hexed", as he was, one naturally consulted a "pow-wower". He himself had seen three others beside Mrs. Noll. He had consulted "Professor" A. C. Lenhart, the most prominent practitioner in York, Rufus Murray, the negro who had a record of many miraculous cures, and Sam Schmuck, "the bad one" who required about a dozen visits and who prescribed "Queen Elizabeth Root", a rare botanic of unknown genesis and mysterious therapeutic value.

The last is only one of the great number of unusual things prescribed by the "pow-wowers." Hexology has been known to make use of such fantastic items as:

Black Snails, which can be made into a salve to "cure withered limbs and warts on hands and feet, ruptures and other hurts."

Gold Roots, to be hung around children's necks while teething.

Ant's Oil, of which it is said ".....it is so valuable for the eyes and ears that it can hardly be described."

Ambrose Stone, very rare indeed, because "whoever touches a door with such a stone, to him that door will be opened."



Pennsylvania Dutch folk.

Waywort, which "heals heart woe and stomach pain.... whoever carries the roots on his person, his eyes will be cured."

The patient, of course, usually finds that most of these items are unobtainable except, possibly, from the prescriber. Blymyer had to obtain his mysterious "Queen Elizabeth Root" from Sam Schmuck himself—at \$10 per dose. Similarly, more recently, a house painter who had turned "eyesight specialist," was able to achieve financial independence through his ability to dispense "Sea Monster's Tears," as a cure for blindness.

For the most part, however, the fee of the "pow-wower" is very nominal, and a number of the more conscientious and sincere have been known to refuse compensation altogether. Mrs. Furst, an old woman who depends on spells rather than drugs for her cures, asks no money for her services, relying on the generosity and gratitude of the patient.

[TURN THE PAGE]

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PHYSICIANS find in Haley's M-O a perfect emulsion of pure milk of magnesia and finest mineral oil. Because it combines the benefits of these two reliable corrective agents working together, this preparation may be considered doubly effective in the treatment of digestive disorders and their attendant ills.

Although M-O provides antacid, laxative and lubricant all in one, normal doses cause no leakage and do not disturb digestion. Being practically tasteless it is easy to take. Children take it in their milk without detection.

In cases of spastic constipation, intestinal stasis, and auto-intoxication M-O is exceptionally useful. It also serves well in gastro-intestinal hyperacidity, sour stomach, palpitation, heartburn, pyrosis, gastric or duodenal ulcer, intestinal in-

digestion, colitis, and hemorrhoids. Useful before and after operations, during pregnancy and maternity, in infancy, childhood, maturity and old age. An effective antacid mouthwash. Procurable at all druggists'. Sample and literature sent on request. Address the Haley M-O Company, Inc. Geneva, N. Y.

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-an emulsion of milk of magnesia and pure mineral oil

Harry Brown, a negro, dispenses a mysterious salve under the same conditions. Both of these practitioners specialize; Mrs. Furst doing her best work with abdominal difficulties—principally “stomach troubles and pregnancy,” while Brown, by means of his ointment, handles “ulcers, cancers, and other conditions of the skin.”

For the most part the methods and prescriptions used by the “pow-wow” doctors are taken from certain ancient and mysterious books originally brought into the section by the early German colonists who settled here. One of the most important of these, and the source from which much of “The Long Lost Friend” of murder trial fame is said to have been derived, is Albertus Magnus’ “Egyptian Secrets of White and Black Art for Man and Beast.”

The book is described on its title page as containing the “forbidden knowledge of ancient philosophers” and announces Albertus Magnus as “that celebrated student, philosopher, chemist, naturalist, psychomist, astrologer, alchemist, metallurgist, sorcerer, explainer of the mysteries of wizards and witchcraft . . .”, and so forth. In many cases the original German text brought over by their forefathers is still in use, although translations have been made and can be obtained in the district.

Another book of great antiquity and profound mystery is the “Sixth and Seventh Book of Moses.” This work, illustrated with woodcut plates and containing many mystical Hebraic characters, is said to deal exclusively with magic. It is somewhat obscure in style and although held in high reverence, is not consulted as frequently as Albertus Magnus or “The Long Lost Friend.”

The full title of “The Long Lost Friend,” in the form in which it first appeared in 1820,

is “Pow-Wows; or Long Lost Friend. A Collection of Mysterious and Invaluable Arts and Remedies.” It bears on its flyleaf this emphatic and reassuring inscription: “Whoever carries this book with him is safe from all his enemies, visible or invisible; and whoever has this book with him cannot die without the holy corpse of Jesus Christ, nor drowned in any waters nor burned in any fire, nor can any unjust sentence be passed upon him.”

Poor old Rehmeyer! Somehow it didn’t work in his case.

•

Many of the treatments mentioned in these “text books” are fantastic in the extreme. There is, for example:

“TO STOP BLEEDING AT ANY TIME: Write the names of the four principal waters of the whole world, flowing out of paradise, on paper, namely: Pison, Gihon, Hedekiel, and Pheat, and put it on the wound. You will find this effective.”

A refreshing change from adrenalin or silver nitrate! No more strange however, than the treatment “*To Banish the Whooping Cough*”, which is:

“Cut three small bunches of hair from the head of a child that has never seen its father; sew this hair up in an unbleached rag and hang it around the neck of the child having the whooping cough. The thread with which the rag is sewed must also be unbleached.”

Or the “*Cure for the Epilepsy*”:

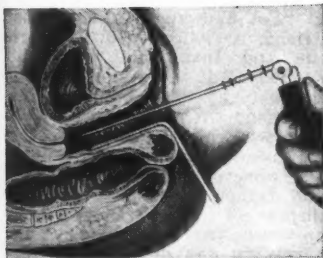
“Take a turtle dove, cut its throat, and let the person afflicted with epilepsy drink the blood.”

Imagine some of these strange formulas arranged in conventional prescription form! To “*Cure the Fits*,” for example, there would be:

Rx
The hind leg of a calf.....oz. ii
Human bone from a
graveyard.....oz. i
M. et Ft. Pulv.

Sig: 3 knife-points full. p.r.n.
or (insurance companies please note) “*A Specific Piece of Art*

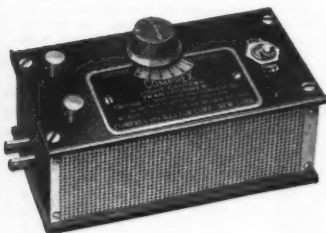
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COMPREX OSCILLATOR CORPORATION

450 Whitlock Ave., New York City

by Which All Danger of Conflagration are Avoided from a Dwelling House."

Rx

Black hen's stomach
Gold quartz.....oz. vi
Egg laid on Green Thursday.
Wrap in beeswax
Place in octagon pot and cover
tightly.
Sig: Bury under doorsill.

For a prescription to "*Banish the Fever*," the "pow-wow" doctor would, presumably, write:

Rx

Write on paper the magic words:
Potmat Sineat
Potmat Sineat
Potmat Sineat
Wrap in knot grass
Sig: Tie upon the body.

A great many of the recipes in these books deal with the problems of everyday life that are ordinarily outside the scope of the physician's work. In order to "*Prevent Bad People from Getting Around the Cattle*," the farmer of the district is instructed to

"Take wormwood, gith, five-finger weed and assafoetida; three cents worth of each; the straw of horse beans, some dirt swept together behind the door of the stable, and a little salt. Tie these all up together with a tape and put the bundle in a hole about the threshold over which your cattle pass in and out, and cover it well with ligum-vitae wood. This will certainly be of use."

Strange? No more so than the remedy for sore eyes: a greasy plate. This peculiar treatment is listed in "*The Long Lost Friend*" and the usual method of use has been encountered and described by A. Monroe Aurand, author and bookseller, and a highly accredited observer of the district.

Mr. Aurand, who apparently is not entirely out of sympathy with the unusual ideas about him, describes the case of a young man who

"...had a large blister on the lid of one of his eyes. The pow-wow man asked the sufferer if he believed in pow-wowing. The other replied, 'You bet I do!' So they proceeded to a convenient spot where they found a laborer who had about finished his noon meal and secured from him a plate, greasy from food, upon which the sign of the cross

was made three times. This was held even with the patient's face, not over a foot or so from his eyes. He was told to concentrate his gaze on the plate and repeat a prayer after the healer a certain number of times—probably three. This being done, nothing startling happened until about twenty minutes later when the blister burst and gave the patient immediate relief and the start of an early cure."

Unfortunately not all the angles of the situation in this district can be passed over as lightly. Mr. Aurand also tells of a case in which "pow-wow" was resorted to and in which the outcome assumed tragic proportions. In this incident, the mother and grandparents of a three-months old child, called in a "pow-wow" to treat the infant for what the coroner subsequently reported to be malnutrition. The treatments, unfortunately, failed to have the desired effect and the child died.

Regardless of occasional incidents such as these, the "pow-wow" doctors are still consulted on the most intricate and delicate problems of life and health. Even the subtlest, most intimate personal situations are handled as a matter of course by them. "Professor" A. C. Lenhart, who figured so conspicuously in the trial testimony, was consulted by reporters investigating conditions in the district. These investigators, a young man and a young woman, impersonated a husband and wife desirous of having a child. Lenhart is supposed to be something of an authority on this subject, and the couple listened carefully to his instructions.

After a long consultation, involving incantations and movements of the hands, the following prescription was issued: The subsurface layer of bark was to be scraped from a living vine and brewed into a tea. The woman was to take a spoonful of this in three spoonfuls of wine three times daily, and if she did not become pregnant shortly, she

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The distinctive characteristics of Mazon together with proven positive results establish Mazon as an effective and economical treatment.

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COMPLETE RAPID ABSORPTION
IMMEDIATE PRURITIC RELIEF
EASE OF APPLICATION
POSITIVE RESULTS
NO BANDAGING**

*“***each druggist insisting something ‘just as good’. However, this preparation has helped me more than anything I have tried.”*

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The therapeutic properties of Mazon make it unusually effective in the treatment of:

**PSORIASIS
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AND OTHER SKIN
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Gentlemen: Please send me trial supply of Mazon
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was to return for further consultation or treatment.

Lenhart's name has been linked with the shooting to death of Irvin Heagy by his wife, who later killed herself while awaiting trial. Lenhart is said to have told the woman that her husband had cast a spell over her and was thus responsible for her declining health. A number of incantations were written out and subsequently reproduced as evidence of the woman's beliefs and the "treatments" she was using.

Cases like this are frequent enough in the district to cause the serious business and professional men to resent the publicity they receive since the "Hex Murder" trial fixed the world's attention on the section. Indeed, so great is their resentment of any further inquiries that even the politest questions are met with violent diatribes against the unsympathetic attitude of the outside world and insistent denials of the very existence of Hexology.

Any suggestion regarding direct relationship of even the most

casual business sort with the practitioners is, of course, most vehemently denied. Occasionally, however, something disconcerting happens. Involved questioning of a certain practitioner developed the fact that the basic ingredient for his "ulcer cure" salve was purchased from one of the most prominent druggists in York, who also supplied the plain boxes in which the salve was dispensed.

This druggist, when first questioned, spoke at some length regarding the deplorable publicity given the town, and the lack of actual foundation for the statements circulated regarding the district. He vigorously denied any personal knowledge of the existence of any continued practices, and certainly any actual contact with the practitioners.

When he was reminded of the transactions with the "specialist" he disclaimed, in some confusion, any knowledge of the purpose for which the materials had been bought.

And we will have to leave it at that.

Company will promote movies

AN organization called International 16mm Pictures intends to promote the use of films in medical education, by doing three things:

1. Forming a central bureau for the release of medical motion pictures through 150 exchanges scattered throughout the country.
2. Selling hospitals, medical schools and medical societies on the idea of installing equipment for showing sound films.
3. Producing a series of new medical films under the direction of an Advisory Board of medical men, making this series conform to a curriculum of medical education.

A Medical Films Division has been organized to undertake this program. They ask to hear from physicians and medical bodies who have already produced medical films, so that their proposed catalog of available films will be complete.

How Ulcer and Acid Stomach Cases Respond to Colloidal Treatment



SIMPLE, effective and harmless treatment for gastric hyperacidity with or without ulcer has been discovered by colloidal chemistry.

This treatment avoids the objections which have been found to alkaline antacids.

The product used in the treatment is ALUCOL—a Colloidal Type of Aluminum Hydroxide that adsorbs colloiddally excess acid of the gastric juice and removes it from the stomach.

ALUCOL does not neutralize acid. It reduces it by adsorption, leaving a sufficiency for continued peptic digestion.

ALUCOL is non-toxic. It cannot form a habit. It cannot produce an alkalosis or systemic alkalization. Nor does it cause that secondary and more pronounced rebound of acidity commonly observed after alkaline medication.

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(COLLOIDAL HYDROXIDE OF ALUMINUM)

Every physician interested in antacid therapy is urged to write for a trial supply of ALUCOL and full information.

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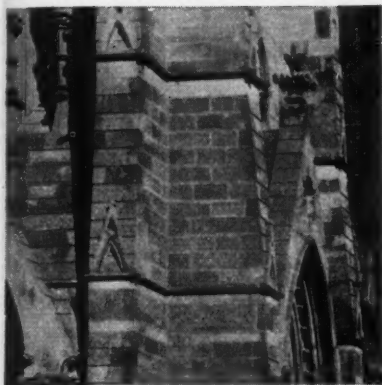
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Please send me, without obligation, a container of ALUCOL for clinical test, with literature.

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Address _____

City _____ State _____



Church Clinic

MEDICINE AND RELIGION COMBINE

COMBINING church influences with medical science, with the idea of bringing religion to bear more effectively on nervous and borderline mental cases is an activity of comparatively recent birth.

Typical of the movement is a project known as The Associated Clinic, conducted at the Church of the Holy Trinity, Brooklyn, N. Y., and which has an attending neuropsychiatrist, an attending physician, and a medical advisory board of seven prominent physicians.

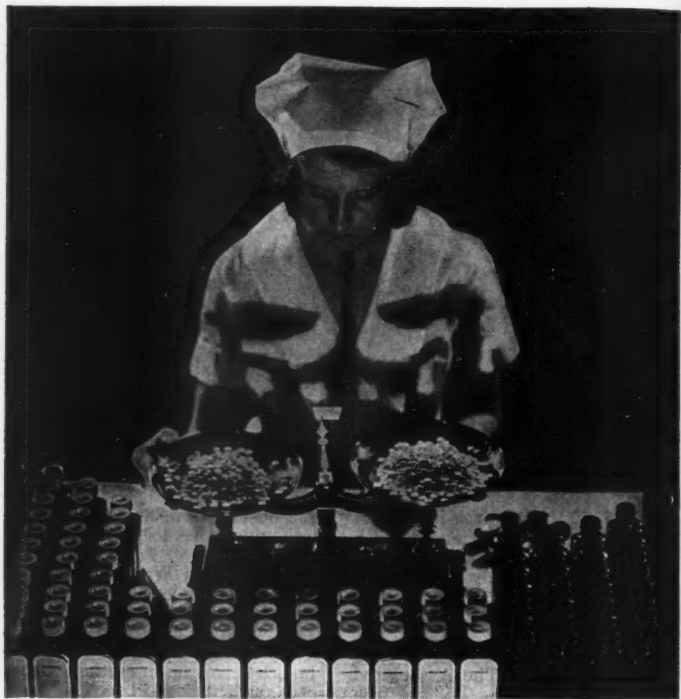
Cases accepted, are: "functional nervous disorders, borderline mental cases; also those whose habits or abnormal actions may be corrected by religious influence."

Patients are accepted only when they are referred by, and with the consent of, their family or attending physicians. The physician who feels that religion will benefit one of his patients, instead of loosely recommending church influence, is able to refer the patient directly to a church where he will remain under scien-

tific observation, and, in a measure, under the doctor's own control.

Rev. Elwood Worcester, one of the ministers associated with the Clinic, describes the purpose: "Our work in behalf of sick people is primarily religious in aim though scientific in method. Great as is our interest in psychotherapy as a science, greater still is our interest in the spiritual life. Our primary thought in regard to the men and women committed to our care is dominated by the moral and religious motive. We wish not merely to help make them well, but to make them better, to open to them the door of a larger, freer, happier and more useful life.

"We would restore to them the gift of self-mastery, so that they may better consecrate themselves to the work of life in a spirit of love to God and man. The purpose of our work is to deepen and strengthen the religious instinct, and in doing this we try to remove the forces that make for nervous misery and disorder. And we believe that in the Chris-



Packaging Tablets

(Sixth of a series of advertisements on the making of tablets.)

GOOD tablets deserve to reach the patient in good condition. Therefore Breon tablets, made to disintegrate quickly in the patient's system, are packaged with care by hand to prevent disintegration in transport.

An effort is made in the appearance of each bottle to reflect the improvement that has been made in the tablet content during the last two years.

GEORGE A. BREON & CO.

Pioneer makers of sterile solutions

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319 W. 50th St.

ATLANTA
408 Rhodes Bldg.

LOS ANGELES
2050 N. New Hampshire

SEATTLE, 6035 Eighth Avenue, N. E.

ian religion we have a therapeutic and prophylactic power of the first importance.

"We know that religion has emotional elements. Are not love, faith, hope, peace, repentance, the deepest feelings within the compass of our experience? Are they not definite psychic states? And as such must they not have definite nervous and physiological effects? Thus it turns out that we can deny therapeutic power to religion only by first of all depriving religion of some of its essential elements.

"But let us turn to the actual history of the Christian religion for light on this question. Now the essential quality of a religion is expressed in the spirit of its founder. We must then look at the life and activity of Jesus Christ if we would understand the capacities and aptitudes of the religion which He created. And the fact is too obvious to be denied that He appeared both as teacher and Physician. His work as a teacher has received large recognition in the Church, especially since the Reformation. His ministry as a Physician has been, since the fourth century, ignored

or explained away as allegorical by believers, and denied as fictitious or mythical by unbelievers.

"That Jesus attached great importance to his healing activity is plainly shown in the gospels. His inspiring motives and spiritual qualities are imitable. His faith in God and in the latent power of the human soul, his boundless hope, his self-restraint, his sane outlook on life, his quiet steadiness amid an overstrained and neurotic society—all these are human qualities, and he who has them exercises a healing and uplifting influence wherever he goes.

"Religion (I would rather say spiritual faith) is the most powerful of all preventives of nervous malady, and if properly interpreted and applied can help the sick back to freedom and health."

The Associated Clinic, so-called because it associates the two professions of physician and clergyman, is held every Friday in the Church of the Holy Trinity, Montague and Clinton Streets, Brooklyn, from 1 to 3 o'clock.

The Clinic apparently has plenty of patients.

Diary and snuff, but no tooth-brush

WHAT a tourist needed 150 years ago has been enumerated in a Swedish travel guide of 1780, unearthed by a Stockholm antiquarian. Without mentioning such modern necessities as bathing suits, cork screws, or road maps, the guide specifies the following: "A Bible, a treatise on True Christianity by the German Theologian, Johann Arndt, two albums, one diary, letter paper, pen and ink, an almanac, a mirror, an alarm clock, a snuff box, three pairs of silver buttons, a field glass, knives and spoons, (but no mention of forks) a sewing kit, a compass, a sword, a walking stick, a brush, a medicine chest and two silver shoe buckles, besides various items of bulky clothing and an ample supply of food.

TO ADD TO YOUR REGULAR PRESCRIPTION

For Colds

WHILE your prescription is designed to cure a cold, you will often find that relief from the distress accompanying a cold can be immediately effected by suggesting Vapex—the delightful inhalant—to your patients.

Inhalation of the Vapex vapors reduces inflammation by contracting the spongy tissue of the nasal passages. A further effect is the prevention of the formation of excess mucous discharge. It allows the patient to have prompt relief by clearing the head and making the nasal passages feel clean.

To use Vapex, a few drops are put on a handkerchief or at each end of the pillow, and the vapor is breathed as often as desired. Vapex is non-toxic in any concentration and is well tolerated by children.

A bottle of Vapex will be sent to any physician requesting one on his prescription blank.

V A P E X

Reg. U. S. Pat. Off.

E. FOUGERA & CO., INC., 75 Varick Street, New York. Distributors of Medicinal Products Since 1849

I Collect for M. D.'s

DELINQUENT \$ \$ \$

By Stella F. Andress

Part Two I HAVE just finished collecting an account from the owner of a small dry-cleaning establishment. He is a hardworking, conscientious young fellow, but has been having a hard pull with a family to support, sickness to contend with and money tight. Accordingly he was delighted when I suggested that I bring him my cleaning, crediting his account with the work he did for me.

Later my family agreed to let me send all of their cleaning there and the bill was soon paid. His business was far over on the other side of town, but I managed to take the work to him when I had collecting to do in his general direction, leaving it there until business took me to his neighborhood again. After I found that he did good work I told my friends about him, and his business grew.

When he had worked out his entire account and I gave him a receipt in full, he told me that never before had he considered it lucky to owe money, but that this particular unpaid account had actually brought him business. I only hope that this anecdote will not be read by some layman who will justify to himself his unpaid doctor's bill; there are already too many alibis.

I have had many instances of that type of collecting, and one incident recalls another. Recently I met in a doctor's office a woman from whom I had collected an account for that same doctor about a year before. She and I

had a pleasant talk and after she left, the doctor laughingly said to me, "You see how I am making work for you."

I answered him in the same strain, "I appreciate your efforts, doctor, but don't forget that by keeping her friendly, even while making her pay, I have made her visits possible."

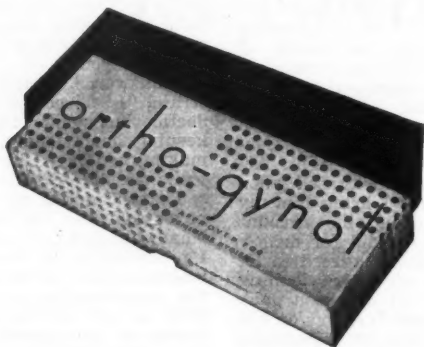
That reminded me that I had never told him the story of how I had collected her account, which I proceeded to do. She is a dress-maker, sewing at home, sharing the housekeeping responsibilities with an old mother, and contributing to the support of a married sister with an invalid husband and two small children. That bill was a nightmare to her—until I suggested that she do some sewing for me, and work out the account that way. She was delighted with the suggestion, for she really was eager to pay. She did beautiful work and I could conscientiously recommend her to my friends. She was so appreciative that it was with difficulty that I made her accept money for her sewing, after her bill was paid.

After telling this tale, I said, "Go easy when you send her the next bill?"

He promised he would.

Many accounts are lost to physicians because their patients move away, leaving no clue that can be followed to locate them. At times the doctor can suggest a friend or relative who might

protective feminine hygiene in its SIMPLEST FORM



No technique...no offense to delicacy...in this approved method of feminine hygiene.

These are important features you combine with the highest measure of protective efficiency when you prescribe Ortho-Gynol for the married woman whose health will not permit an added burden.

The use of this hygienic jelly is simplicity itself. No douche...no apparatus. A single application through the convenient nozzle supplied with the package suffices for several hours and should not be removed until the next morning.

The reputation of Johnson & Johnson

stands back of Ortho-Gynol. This dependable form of feminine hygiene has been perfected after two years' intensive research in Johnson & Johnson laboratories. Clinically, its reliability has been proved by studies in New York hospitals.

Strictly ethical, Ortho-Gynol is advertised to physicians exclusively. Perhaps you do not wish the patient to know the name of the product she is receiving. If so, specify "unlabeled package" in your prescription. Or dispense the unlabeled package yourself. Ortho-Gynol will be available through your pharmacist or regular suppliers.

ortho-gynol

FOR FEMININE HYGIENE

Johnson & Johnson
NEW BRUNSWICK NEW JERSEY



Johnson & Johnson, New Brunswick, N. J.
Send me free package of Ortho-Gynol
(value \$1.50) and booklet.

_____M. D.

No request honored unless name is listed in
medical directory. 1-2

be able to give the family's new address.

It was a case like this that took me to the store of an art and picture framing business. The owner had a sister who had moved away from the city, leaving an unpaid medical bill. I explained why I had come to him, and he assured me that he hadn't heard from his sister since she had moved away, so could be of no assistance in locating her. He added quickly that he did not feel in any way responsible for his sister's debts, and should not be looked to for this account. I told him that I understood that perfectly, and left the store.

Some weeks later, wanting some framing done, I went back to him. When I called for the finished work and was about to pay for it, he said, "Give me credit on my sister's account for that amount." I was surprised and pleased, particularly when he added that he would be glad to take care of the entire account that way, if the doctor or any of his family had work to do. I felt that he showed an unusual spirit of obligation and has made me a lasting customer and a good advertiser.

I have one collection story that I think caps the climax. Believe it or not, once I bought an automobile in order to collect a dentist's bill! You can be no more surprised than the dentist was when I told him.

"How," he asked, when I gave him the check, "did you ever get that money? You must have chloroformed the man."

When I told him that I had bought a car in order to collect it, he gasped, and of course wanted an explanation. At that time I had been collecting for about a year and had felt terribly handicapped by not having a car. I realized too that the success I had had so far, justified my buying one. When I had decided what car I would buy, it was merely

a coincidence that it was the car this man sold, for he was an automobile salesman.

Honesty makes me confess that he had been very little concerned



whether he paid this bill or not. But competition is keen between car salesmen, so I was rather confident of the result when I went to him with this talk: "I am going to buy one of your cars. I have no reason for giving you this sale, for you have shown yourself neither very conscientious nor very courteous regarding my dentist's bill. But I'll give you the sale on one condition only—that you pay my doctor in full out of your commission."

I bought the car and the dentist got his check. I'd like to see somebody get that doctor's collection work away from me.

What zest it adds, what an incentive it gives, to have work appreciated! I'd like to see the individual, whether he admits it or not, who doesn't work better for encouragement—surely he enjoys his work more. Most physicians are very generous in their recognition of a good piece of work.

A little fellow-feeling makes the whole world kin, and we know that praise and appreciation are not lavished on the doctor. He gets blamed for all that goes wrong, but the praise for

The Standard Effervescent Saline *since 1895*



SINCE 1895 Sal Hepatica has been the approved laxative and cathartic for flushing the intestinal tract and for promoting internal purification, without creating a condition of tolerance.

It is also the ideal treatment to alkalize the system. It is efficient, palatable, reliable and a preparation that the practitioner can well recommend. We will gladly send you samples for professional use.

Sal Hepatica

MEMO to my assistant: Send to Bristol-Myers Co., 75 M West St., New York, for a professional sample of Sal Hepatica (gratis).

Name _____
(Please enclose card)

Street _____

City _____ State _____

his success is in no way commensurate with the energy he expends. Perhaps for that reason, I find medical men almost without exception are generous in their expressions of appreciation.

I once collected an account from the owner of a small neighborhood store. Then I had made a few purchases and while chatting with him he asked whether I knew a settled woman who might be interested in working in the store for him. As it happened, I knew the very woman. I had been trying to collect a bill from her, but it was like trying to get blood out of a turnip, for she simply did not have the money. Her husband had no employment; her only son, a young boy had a small paying job, and her two little daughters were still at school. Relatives had been helping them out and she had begged me to let her know if I ever heard of any kind of work she might do to earn a little money. The very woman to whom I sent this bill! I went after her at once and took her to the store in my car. They made satisfactory arrangements; she started to work the next morning and is still there, over a year later.

I need I add that I made a friend for life, to say nothing of having collected the bill for my doctor?

That recalls a case that pleased me of my clients immensely. A patient of his had been paying me over a period of two years an account of almost two hundred dollars. He had paid five or ten dollars at a time, at no fixed intervals, but whenever he could. He has a little business, but times are hard, and I have a deep sympathy and understanding for the fellow who is doing his best.

One morning I came into his store and was immediately struck by his appearance. He told me he had been sick in the night; in fact feared he'd had an attack of appendicitis. He was particularly distressed, because

there was only one doctor he wanted and he owed him so much that he couldn't go to him. That, of course, was the doctor he had been paying through me.

Before I left him, I had convinced him that while my client, like any business man, wanted to collect what was due him, it did not mean that until that money was paid he would refuse his services. I urged him to see the doctor at once. Then I went to the nearest phone to tell the doctor what I had done, hoping my action would meet with his approval. It did! The man had his appendix out that same week and is back at work. Patient and doctor and collector all doing well.

I have a box full of business cards that I refer to frequently. It is amusing how many people ask me these days whether I know a good furniture repair man or a carpenter or a plumber; but the most amusing part of it is that I can usually help them out from among my clients.

When people explain why they can't pay their bills they are bound to tell you a little of their personal affairs, and unless you



are made of stone, their tales get under your skin. It follows logically that when you are affected by their tales you have a desire to help them if possible. A woman told me that her husband had been cut to part-time work,

The Early Treatment of Colds



IT IS generally recognized among authorities that acidosis is a symptom which complicates the disease picture of colds, respiratory diseases—the so-called “catarrhal fevers”.

Bernard Fantus says it is a clinical tradition that the timely administration of alkali favors recovery in such conditions, and prevents complications, perhaps by antagonizing acidosis.

Rather than resort to the use of single alkalis which offer the danger of untoward side-effects and possible alkalosis, many physicians prefer to prescribe a balanced formula.

The preference displayed by physicians for BiSoDoL is based on its scientifically balanced character and the ease with which it controls acid excess safely.

Unlike the ordinary type of antacid, BiSoDoL is exceptionally palatable and easy to take.

• BiSoDoL •

The BiSoDoL Company

130 Bristol Street

New Haven, Conn.

and that she would like to rent her spare bedroom in order to pay off some bills that were worrying her. I promised to send her anybody wanting a room and filed the information for future reference.

Not long after, talking to a saleswoman who was paying me a dollar a week on account, she complained that she was paying too much for her room. She wanted a clean place with respectable people, but thought she should get one for less money than she was paying. I gave her the address of the woman who had asked me to rent her room. Later both women thanked me for doing them a favor and both accounts were paid in full. It was difficult for me to convince them that I did not want money for what I had done.

About a year ago a dentist for whom it is a pleasure to work gave me an account for fifty dollars against a man, for services to his wife. The man was a contractor on a large scale, employed many men and lived in a handsome house. He put me off from time to time with a hardluck story about money being tight. I was patient with him. However, we all know that the cry of hard-times has been a real convenience to many people who are constitutionally opposed to paying bills.

I went back to see this man at frequent intervals, never getting any satisfaction out of him. Then there was a long period when I never could catch him at his office, and finally in desperation I phoned him at his home. He was highly indignant at my calling him at his home, where he never transacted business, he said. Services, remember, were for his wife. When he had said this, he banged up his receiver.

I decided that right there was where patience ceased to be a virtue. With the doctor's permission I wrote this man a letter

telling him that unless we had a check in full on a specified date, we would sue without further notice. I added that this step would automatically add ten dollars costs to his account. In reply he wrote that if we sued he would get up on the witness stand and swear that he had been overcharged.

In all this time he had never uttered a word of complaint about the charges made; he had simply claimed he couldn't pay. I did not answer the letter, but on the appointed day my attorney filed suit, getting judgment. I found out where he had his bank account and we promptly garnisheed it.

Then our delinquent friend went right straight up in the air. His attorney called mine, repeating his threats. When they failed to strike a spark, the patient called the dentist, offering to pay half the account then, and the balance in thirty days. The doctor called me and I knew he was weakening. I told him that from our experience with this man, there was nothing to encourage the belief that he would not need to go through the same performance in thirty days, so the doctor decided not to interfere. In a few hours the doctor had his check and the attorney his fee.

Of course, I need hardly say that I do not collect all the accounts given me for collection. When I get them, the office has already exhausted every possible means of collecting and failed. Often I am forced to give up an account in despair after trying all avenues known to the collector.

Once, about a year ago after returning an account as uncollectible, I reopened negotiations and got a substantial part of the account. It was clear profit to the doctor for the account was FOUR YEARS OLD. When I told him what I had accepted he said, "Surely not in full!"

The Doctor and his Investments

By MERRYLE STANLEY RUKEYSER

AN EAR TO WALL STREET

The plunge from the peak of the last period of prosperity to the low point in the depression reached in the latter months of 1931 was unprecedented in its depth. Aggregate business volume in the closing month of 1931 was scarcely more than sixty per cent as large as in the period around June, 1929.

The drop from the peak of prosperity to the trough of the depression was in part a reflex of the extraordinary heights to which business volume had advanced. It does not follow, and in my opinion is not true, that at the low point of the present depression the general standard of living was lower than in earlier cyclical depressions of maximum proportions. Nevertheless, if it is a wise axiom to buy good equities in the face of bad news and to sell them when industrial news is roseate, then we have been recently proceeding through a buying zone.

In the confused circumstances the lay investor would do well to act on the basis of competent advice and to seek wide diversification, possibly through a composite fund conducted by one of the competent trust companies in the East.

The recent fashion has been to speak plainly about the depression, rather than to attempt to gild the lily. President Hoover followed the new vogue in his

message to Congress. However, he expressed his faith in the long term economic future of the country and stressed the superior underlying conditions in this country compared to that in other parts of the world.

1931 has been a singularly poor year for the batting average of economic forecasters. Early in the year business soothsayers leaned to the view that recovery would be accelerated as the year advanced. Every tangible domestic indicator seemed at the outset of the year to warrant such a forecast, and for the first third of the year the net trend was moderately upward in domestic trade.

The winter and spring recovery paralleled a similar movement in 1930, but as in the previous year, the convalescence failed to follow through and yielded to still further economic ailment. In 1930 the incipient recuperation was checked by revolutions and collapses overseas, and this year manifestations of acute weakness in Central Europe and elsewhere dampened enthusiasm after there had been indications of an irregularly upward trend in general business at home.

An Investment Policy in Time of Depression

AFTER economic institutions have been so searchingly challenged as they have been in

the last two and a half years, it behooves investors to reconsider their portfolios and to discover whether their remaining capital is invested in the best possible manner in the light of present conditions.

An actual investment plan must, of course, depend on the age and peculiar requirements of the investor. In general, the investor should continue to hedge against the uncertainties of the unpredictable future by wide diversification and through a balanced investment diet.

In urging the extraordinary need of making an inventory or fresh appraisal of portfolios at the present time, a leading investment broker recently pointed out: "The drastic decline in security prices and in the earnings of many corporations emphasizes the importance of a continuing close study of investment holdings and the need of revision in accordance with conditions.

"During the past two years, certain industries have clearly demonstrated a relatively greater stability of earning power and dividends than other industries which previously had proved equally profitable and had come to be well regarded by the investor.

"The proper handling of an investment fund is highly specialized work requiring a wide range of experience."

This analyst has formed two groups of leading corporations. The first includes trend buckers who have been able to keep up their earning power through the depression, and the second group includes leaders in their industries which should do substantially better if general business picks up.

In commenting on the suitability of the two groups, the analyst added: "During this period of declining business, the stock market has been reappraising common stock values in the light

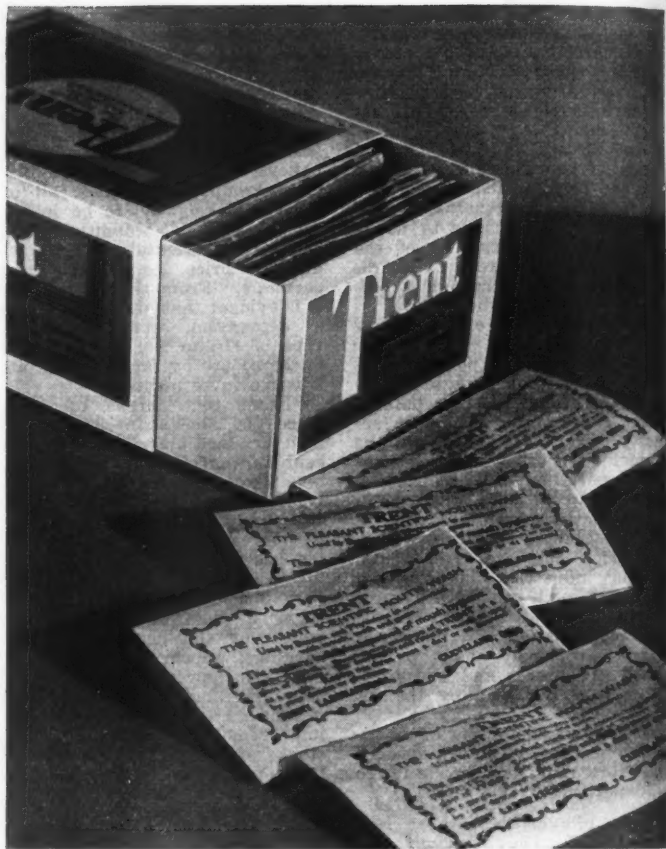
of changed conditions and hopes and fears concerning the future. Common stock prices have been affected in such different degrees that a clear understanding of the changes that have taken place is essential if the investor or speculator is to pursue an intelligent policy. Let's compare two distinct groups of equities, all of which are reported to be in excellent financial condition, and show the essential figures regarding price, book value and earnings. From the comparison it is evident that, during a period of depression, securities of the type of Group No. 1 (the trend buckers) are by far the more attractive investments.

"From their highs of 1929, prices of stocks in this group have declined about fifty-five per cent and earnings of this group, as a whole, have improved steadily. While the tangible assets of this group are low in comparison with present prices, the intangible asset of good-will, built up by years of advertising, is of very large value. The group returns a yield of 6.6 per cent which, on the basis of current earnings, appears safe.

"When, however, the period of depression has run its course and it appears evident that business improvement is in early prospect, stocks of the type in Group No. 2 seem the more attractive purchases. As a result of the depression, the earnings of this group are currently running at only about one-fifth of the earnings of 1929 and less than one-third of those of the five years 1927-1931. While this group is selling at a higher price in relation to current earnings than is Group No. 1, this appears to discount the belief that, with a return of better business conditions, a substantial part of this past earning power will be recovered.

"In relation to average earnings over the past five years this group is selling at low levels.

[TURN THE PAGE]



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combines the cleansing properties of Sodium Peroborate with the healing and antiseptic action of Ortho-Iodo-Benzoic Acid. Used in solution as a mouthwash, TRENT soothes irritated tissues and promotes quick natural healing. Physicians find it a valuable ally in the treatment of Vincent's Angina. A sample for clinical trial on request.

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This group is attractive from an asset point of view, the book value of its assets being over twice the market value of its stocks as compared with a book value of only about one-half the present price in the case of Group No. 1. The decline in Group No. 2 from the high prices of 1929 was over 81 per cent and the present price in relation to the 1929 high is less than forty-three per cent of the Group 1 price. The yield at current dividend rates on Group No. 2 is greater than the yield on Group No. 1, but in view of the current low earnings, these dividends cannot be considered safe. (Since this was written, at least one of the companies in Group No. 2 has omitted the dividend).

"The current business depression has been in effect for over two years. For those who believe that improvements in business is imminent and who wish to secure for themselves the greater possibilities for profit, securities such as in Group No. 2 should receive consideration. For those who are uncertain as to the immediate future, but wish to make conservative common stock investments at the present time, securities such as those contained in Group No. 1 are recommended. It is our belief that both groups will share in any business improvement but that the Group No. 2 type should have the larger appreciation from present levels. The type of security which should be purchased or the relative amounts of different types are, however, problems which differ with each individual."

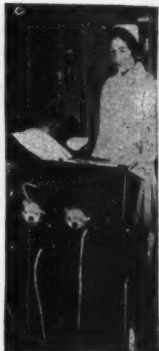
As an illustration of what types of company the analyst had in mind, there was included in Group No. 1 the common stocks of American Tobacco, Best & Company, Borden Company, Consolidated Gas of New York, Drug, Inc., General Foods, National Biscuit, Proctor & Gamble, Public Service of New Jersey, and F. W. Woolworth. In Group No. 2 the common stocks of Allied

Chemical and Dye, American Smelting and Refining, International Harvester, International Telephone and Telegraph, Kennecott Copper, Montgomery Ward, Texas Corporation, United Fruit, United States Steel, and Westinghouse Electric and Manufacturing were included. Since the list was compiled, there has been a substantial decline in prices, especially of stocks in Group No. 2, which, it should be borne in mind, are highly speculative under existing conditions.

Among the so-called depression proof industries, the foodstuff companies usually do relatively well. The major declines are in postponable commodities, such as automobiles and the construction of new homes. Utilities as a broad classification fare better in time of depression than railroads and industrial corporations. Although power and light companies have been affected by a shrinkage in the industrial demand for power, the loss of business has been in the least profitable branch of the service. The decline in that end of the business has been at least partially offset by increasing domestic and commercial consumption, reflecting not only the growth of population, but also the progressive increase in electrification in the United States.

The makers of electrical equipment have kept less idle than they otherwise would have been by focussing on new products, such as electrical refrigerators and electric clocks, which have moved forward in spite of hard times. As a class, the utilities suffered from depression mainly through a retardation of the growth factor. The Bell Telephone System for the first time this year has shown a net loss in installation.

The balanced investor, of course, will not necessarily confine his investments to trend bucking companies. In the past it has invariably been possible to buy standard stocks of strong



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WHETHER your intended use of diathermy is all-inclusive of its many approved applications in the field of medicine, or for only a limited group of applications indicated in your particular practice or specialty, one of these Victor models offers you the desired range of service, and will prove a reliable investment.

For over a third of a century this organization has studied the exacting requirements of the profession, in its use of the various physical energies adopted in the practice of medicine. A Victor Diathermy Apparatus, representing the accum-

ulated experience of these many years, and extensive research and experimentation, is a dependable therapeutic instrument of the highest order.

Permit us to send you, without obligation, reprints and abstracts of authentic articles from current medical literature, as will help you in evaluating diathermy for your individual practice, general or specialty. The coupon is for your convenience.

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corporations at what seemed high price-earning ratios at times when corporate earnings of cyclical industries were subnormal. The expectation that the earnings of the strong corporations in temporarily depressed industries would rise during the next phase of prosperity has in the past always been fulfilled. It will be fulfilled again this time unless there is a breakdown in the whole capitalistic system, which seems to this writer unlikely.

Tricks of the Addict

[FROM PAGE 19] vice is entirely ineffectual, and that even school children are exposed to the peril. Others are more optimistic; they would minimize the danger and insist that addiction is unimportant, and that it is diminishing and will soon be brought under control. One opinion is as good as another. Any guess is euphemistically dubbed an estimate.

One may learn to recognize these people, not so much by their appearance, as from an indescribable peculiarity in their talk. Something vague, rambling, indecisive in the array of details that leads up to the final plea. Ordinary patients often have to be questioned adroitly to learn their symptoms and their reason for seeking medical attention. Not so the addict. His story is ready, and he requires no urging to tell it.

Although there appears to be a sameness about their introductory remark, there is an astonishing variety in the stories that follow. The schemes that they attempt would put the "heathen Chinese" to shame.

A man who seems to be a

typical farmer enters my office and inquires solicitously about my army experience. With his mind at rest on this point, he asks what an operation for gallstones would cost, explaining that for years his wife has been suffering from this malady. When questioned about her symptoms his description is absolutely typical, accurate to the last degree.

Arrangements are made for him to bring his wife to the local hospital. Ah, but here is the difficulty. They live twenty-five miles from town, and just at present she is suffering from one of these painful attacks. "Can't you give me something to ease her until it is possible for her to come to town?"

Of course that can be done. After his description there can be no question as to the diagnosis. He is given a prescription calling for a few doses of a narcotic combined with atropine. Presently a druggist calls up with a question about the prescription. When the items are repeated to him he objects: "But, Doctor, I have your prescription here, and there is no atropine called for."

"Wait, I'll be right over to look at it." As I walk into the store, the farmer passes me on his way out, and for reasons best known to himself he does not return. Although written in ink, the part of the prescription which referred to atropine has been neatly erased.

A still more plausible scoundrel appears, from his manner and conversation, to be a prosperous business man. He begins by telling me that yesterday he was involved in an automobile wreck, followed by a detailed description of the accident. He tells of having been a patient at Mayo's, where nephrectomy was done for calculi. Since the accident, he says, symptoms have appeared upon the other side. Strangely enough the microscope seems to

Whether the Patient is

aged and feeble, or so young that his digestive system works less energetically than his limbs, or is an adult business man healthy but deskbound—prescribe AGAROL with confidence for the relief of constipation and to aid in restoring regular bowel function.

AGAROL is the original mineral oil and agar-agar emulsion with phenolphthalein. It softens the intestinal contents and gently stimulates peristalsis.

Gentle enough for little patients;
active enough for the chronic state
of the adult and aged patient.

A supply gladly sent for trial.

AGAROL for Constipation

WILLIAM R. WARNER & CO., Inc. 113 W. 18th St., New York City

confirm his statement. He is advised that a bed in the hospital is the proper place for him.

At this point the curtain rises for the second act of the drama that is being presented: "I thought that was what you would say, Doctor. I know that is good advice, and I would agree with you under ordinary circumstances. But it happens that I am auditor for the Blank Oil Company. The truth is, I've been working too hard. I have a large territory, seven states, to cover in my work. At various times I have been under the care of the company's surgeon, Dr. Jones. No doubt you know him. I would like to go back and place myself under his care if it is at all possible without running too much risk."

His rambling account is interrupted to warn him that there is considerable danger if he should attempt to travel at present. But he is prepared to meet this objection: "My wife is with me on this trip. She is a trained nurse and can carry out any orders you care to give."

A surgeon is called for consultation, and it is decided that perhaps the patient can undertake the long journey under care of his wife. A prescription is given him for a few narcotic tablets which his wife will administer in case of need. Before leaving he writes checks for the two doctors and is profuse in his expressions of gratitude.

The result: we are surprised when the checks come back from the bank where he had no account. On inquiry it is learned that the Blank Oil Company never heard of him. One thing still remains a mystery—by what sleight of hand he managed to fool the microscope. That is an instrument which knows no sympathy and is not influenced by sentiment.

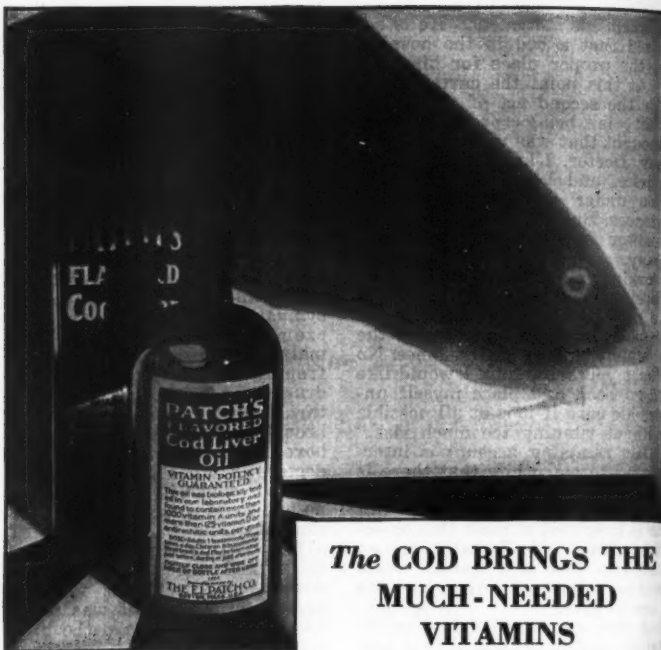
It is a singular coincidence that so many of these fellows should have been patients at well known clinics or hospitals. Perhaps it is also a coincidence that the one

they mention is never near at hand, but always in some distant part of the country. Back of this story must be the belief that the ordinary physician, the run-of-the-mine variety, will hesitate to dispute the diagnosis of the great ones over yonder. No doubt it works—sometimes.

Not all are such plausible fellows as the one mentioned. By degrees one descends the scale to those who make an appeal for sympathy their sole reliance. An example was the bedraggled female who entered the office and frankly begged for some of her drug. On receiving a refusal, she thrust her hand into a pocket and brought out a handful of pill-boxes. "These were given me by doctors in other places," she explained, obviously believing that no one could refuse to follow this example.

Her plea proving unsuccessful, she turned to look out of the window—a cold rain was falling—and remarked that it was pretty hard to have to tramp the highway in the rain. But the effect was not what she expected, for I also stood looking out of the window, reflecting that I, and my family as well, might have to tramp that highway if my license to practice medicine should be revoked for complying with her wishes.

The man who received the microscope recalls to mind another of the same sort, but much less clever. He came ostensibly to consult me about a chronic surgical condition which urgently required treatment. Taking advantage of this opportunity he made known the fact that he must have a narcotic. When this was not forthcoming, not only did he refuse to follow the advice given, but he stole an instrument with which treatment had been begun. He did not wish to be treated for a perfectly curable condition, because that was his card of introduction to any doctor, and ac-



The COD BRINGS THE MUCH-NEEDED VITAMINS

As a source of the much-needed sunshine vitamin D, together with resistance-building, growth-promoting vitamin A, there is nothing as yet to take the place of cod liver oil.

And particularly is this true of cod liver oil made the Patch way, processed immediately after catch, preserved in a state of virgin

purity and presented to your patients in a *palatable form*.

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Build your patients' winter resistance with Patch's *Flavored Cod Liver Oil*.

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Gentlemen: Please send me a sample of
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Address _____

according to his warped way of thinking, it seemed a reasonable motive for demanding his drug.

The peculiar effect of addiction upon the mind, or rather upon the character of the victim, is well known. They seem to develop a certain shrewdness in their effort to accomplish their purpose, but at the same time it gives their story an element of incoherence, of unreality, which stamps it as false.

Whenever an attempt is made to get an addict "off" his drug, there is an obstacle greater even than the patient himself—his family. They have become accustomed to look upon his habit as almost a normal part of his existence, and their natural sympathies are aroused by the patient's sufferings, or apparent sufferings. Argument and persuasion are of no avail; one can never be sure that they do not continue to supply him with his drug.

An example of this unreasoning opposition on the part of the family was a miserable young fellow who had brought about the financial ruin of his entire family through constant demands for money to appease his appetite. He even stole the tires from his mother's car and sold them to obtain money for this purpose. And yet, when brought to a hospital where he was deprived of his drug, members of the family

pleaded tearfully that his wants be supplied. Unsuccessful in this, they immediately removed him from a place where treatment might have met with success.

A queer chap was the fellow who stepped into an office where I had charge of another doctor's practice in one of the towns on the desert. A well dressed young man, he walked in briskly and handed me a card announcing that he was "Dr. Blank, Graduate of London, Paris and Heidelberg; Specialist in This and That."

After a chat about professional topics, he remarked as he was about to leave: "I may have to get you to help me, Doctor." Something about the manner in which he made this statement brought a flash of understanding. I countered by asking: "How long have you been using it?"

He did not answer in words, but gave me a queer, twisted smile as he departed. That night he engaged a room nearby, but in the morning he was gone. He had carried two bags with him to the room. From one of them he had removed all the surgical instruments which had a cutting edge, and these he had placed in his bed. From the other bag he had taken all the drugs which might be considered poisonous, and these were also found in the bed. There had been two water pitchers in the room. One he threw through the window, so

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Thyracoids represents Reed & Carnrick's most striking addition to a distinguished list of Endocrine Products. This biologically standardized agent consists of iodothyroglobulin, (iodothylin linked to a Protein.) It is of uniform strength and represents the entire activity of the desiccated thyroid.

The dosage varies according to the degree of hypothyroidism and must be determined by the physician in each individual case.

REED & CARNRICK
Jersey City, New Jersey

that window glass and pitcher both lay in fragments on the sidewalk below. The other pitcher had disappeared, as had the occupant of the room.

We knew that if, in some fit of madness, he had started off into the desert, he could live but a short time. Even though he carried a pitcher of water, he must be brought back quickly if his life were to be saved. The crews of passing trains were warned to keep a lookout for the missing man, and fortunately he was seen, far away, trudging over the sand with his precious pitcher of water in his hand. When brought back to the town he was raving for his drug.

Of all the excuses offered by addicts, none is more common since the war, than that it is the result of service overseas. The object of course is to arouse patriotic sympathy. Shell-shocked, gassed, tortured by pain of former wounds—such are the great majority of reasons offered today. Not long ago a man tried to combine this plan with an appeal to less worthy motives.

"Doctor," he said, "I am a patient at the Government Hospital at Y, and I have just been transferred to Z. While making the change I have come up here to see my sister, who lives a few miles out in the country. I want to make arrangements for her medical care, and of course I shall pay for her treatment in advance."

Fine. We will be glad to look after her—but it was easy to guess what was coming next. "All right," he agreed. "I'll go and bring her to see you. But in the mean time, I must have some morphine, which the doctors at the hospital have been giving me because I was gassed."

When the desired drug was not forthcoming, he disappeared. There was of course, no sister, nor an intention to pay for anything. But he thought this a reasonable excuse and a tempting offer.

Physicians know how futile is any attempt to cure addicts of their habit except under hospital conditions. I remember ignoring this rule on only one occasion, and then the result was disastrous.

A man came to my office and explained that he was a sheepherder. He had been in the habit of using Yen-shee, a crude, impure form of drug sometimes used on account of its comparative cheapness. He said that he had made up his mind to "get off" the drug, and asked me to help him.

I explained that it was almost an impossibility to accomplish what he wished, and urged him to enter a hospital. But this he refused to, insisting that he had will power enough to carry out his plan. Under the circumstances there seemed nothing to do but give him all the help possible.

He reported at frequent inter-

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The FITCHMUL Formula speaks for itself:—Canadian Fir Balsam, Venice Turpentine, Chloric Ether, Hydrocyanic Acid (minute quantity) Tartar Emetic, Aromatic.

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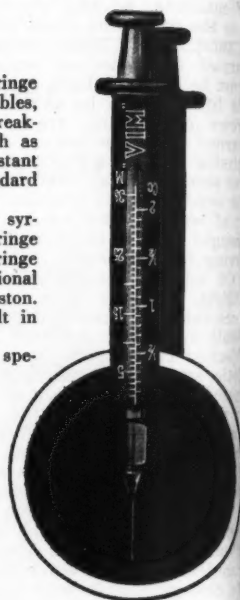
Eliminate trouble this proven way—Accept this trial

THERE is an improved American Luer Syringe which eliminates ordinary syringe troubles, such as leakage, backfire and excessive breakage. It will outlast ordinary syringes as much as five times. It is made of non-soluble, heat-resistant glass, and *Slow Ground* to a wholly new standard of accuracy.

"*Slow-Grinding*" is an important advance in syringe making. It has upset old ideas about syringe accuracy and long life. No rapidly ground syringe is entirely free from the strains caused by frictional heat from grinding wheels used to smooth the piston. Rapid grinding sets up strains that later result in excessive breakage, in leakage and backfire.

"*Slow-Grinding*" eliminates these troubles. A special process used in grinding VIM Emerald Syringes permits an accuracy of finer than one ten-thousandth of an inch—permits the fitting of the piston accurately from top to barrel tip. You get a velvety action unlike that of any other syringe you have ever used. Such accuracy means amazing smoothness and freedom from sticking.

And because *Slow-Grinding* does not affect the temper of the glass, this syringe retains its accurate life indefinitely. A VIM Emerald *Slow-Ground* Syringe withstood fifty (50) boilings; one was used 18 months without any effect upon its smoothness or accuracy of fit.



Accept this Trial

Would you not like to try this new syringe? Please do so at our risk. Use it for ten days. Then if you are willing to part with it we will cancel the charge and no questions asked.

What needle size shall we send with the syringe? We will include one with our compliments, so you may know the benefit of the VIM Matched Unit. The needle will be sent Free. It will fit the *Slow Ground* Syringe perfectly.

Check the syringe size you want on the attached coupon below and mail now. A VIM Stainless Steel Needle will be included, with our compliments if you give us your surgical instrument dealer's name.

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Gentlemen: I want to try the VIM *Slow Ground* Syringe(s) checked below and attach my check herewith to cover. You are to include Free a VIM Stainless Steel Hypodermic Needle and a complimentary copy of **NEW ADVANCES IN TECHNIQUE**. If I am not satisfied I may return the Syringe and you will refund in full.

<input type="checkbox"/> 2 cc Regular @	\$1.25
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<input type="checkbox"/> 10 cc Regular @	\$2.50
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My dealer is _____

(In order to secure a Free Needle you must fill in your surgical instrument dealer's name)

... to assure me that he was no longer using the drug. Then, one day, he was found dead in his sheep camp. When search was made, yen-shee was found hidden in many different places.

It was easy to understand what had probably happened. The man doubtless was sincere in his assertion that he intended to break the habit, but in spite of this resolution, he had been afraid to burn his bridges by destroying the supply on hand. Apparently, for a time, he was able to carry out his plan, but then suffered the inevitable relapse. But now, when he returned to the use of his drug, the amount to which he had formerly been accustomed was sufficient to prove fatal.

Any one would be singularly free from guile were he to imagine that all addicts come to a physician's office merely to ask for their drug. The frequency with which doctor's offices are robbed leads one to the belief that often they wish to learn where he keeps his supply of drugs. Not long ago a man and a woman appeared who may have had such a motive. No sooner had they entered than she asked for a drink of water. If that was a trick to get the doctor to step out of his office, the plan was clumsily executed, for they had passed a drinking fountain just outside the door.

Others have designs which concern the doctor himself more intimately. One cannot be long in practice before he suspects that many who come with tales of suffering and distress, are seeking to trap the physician into culpable compliance with their wishes.

In an office in a certain city it became a matter of routine

that an addict should appear about five o'clock every afternoon. Every day one came, and each time a different visitor with a somewhat different story. This caused a serious loss of time, for it was impossible to know the object of the visit until a long detailed history had been related, always leading up to the reason why he "must have some relief."

When this request met with refusal, there was no payment for the time wasted. Finally, when one of these fellows had gotten along in his tale far enough to reveal the purpose which he had in mind, I interrupted him:

"Look here, I'm not peddling hop, and I wish you would tell whoever it was that sent you, that I do not wish to be bothered."

Instead of making an indignant denial, the man, with a peculiar leer, walked out of the door. Was it a coincidence that the regular daily visits came to an abrupt end?

Because addicts are a nuisance, it is well to have a plan for getting rid of them. One can take advantage of the Achilles heel offered by the story which seems just now to be in vogue. Like all other plans it is very successful—when it works!

After an addict has related enough of his story to reveal the purpose which he has in mind, I interrupt:

"So you were in the army, eh? Let's see how much of your army training you remember—

"Ten-shun!

"Bout face.

"Forward, March."

And then I close the door behind his back.

... whenever a Chologogue is indicated

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We don't attempt to prescribe for human ills. It is for you to advise your patients about their smoking. Your decision, based on your experience and knowledge of the facts, is best for them. If you don't know Spud, send for a free pack which is available to any physician.

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FOR PHYSICIANS AND PATIENTS

WINTER IN GERMANY: The skiing scenes in this 28-page folder are absolutely incomparable. This is another piece of travel literature you will want to save. Free copies are offered by: German Tourist Information Office, 665 Fifth Avenue, New York.

GOLF IN GREAT BRITAIN AND IRELAND: Here is a vest-pocket booklet containing a list of the principal courses in the British Isles. The inveterate golfer will find it one of his most useful accessories. Write: Travel Association of Great Britain and Ireland, 295 Madison Avenue, New York.

WEST INDIES CRUISES: "Why one family went on a Cunard West Indies cruise," told in the first person, and listing some late winter itineraries. For this folder write: Cunard Line, 25 Broadway, New York.

LEHRENKRAUSS TRAVELAIDER: This 88-page, metallic bound booklet is highly unusual, listing a long range of foreign and domestic tours, and giving generally useful travel information. For a free copy write: Lehrenkrauss Travel Agency, 359 Fulton St., Brooklyn, N. Y.

VIENNA MEDICAL FACULTY: Program of medical courses scheduled for the year 1931-32 is offered physicians by the Austrian Tourist Information Office, 400 Madison Avenue, New York.

TO MEDITERRANEAN: 1932 tour-sailings on the Italian de luxe liners "Conte Grande" and "Conte Biancamano" are listed in a folder offered by the Lloyd Sabauda Line, 3 State Street, New York.

AN AUTOMOBILE TOUR OF EUROPE AND THE BRITISH ISLES: Itinerary of a de luxe, personally escorted European tour has just been published by Pathfinder Tours, Inc., 1151 South Broadway, Los Angeles.

EUROPE ON WHEELS, INC.: A new way to see Europe is to hire a "Drive Yourself" Ford car at the remarkably low rate of \$30 a week and drive your own party where and as you want to go. Tours can be made thus for less than \$4.00 per day per person. If you want, you can hire a car with

chauffeur. For a completely descriptive booklet, write: Europe on Wheels, Inc., 213 Madison Avenue, New York.

REDUCTIONS TO PHYSICIANS: Medical men and their families are accorded special reductions when traveling in the spa region of Germany. For information write: Spa Products, 164 Fifth Avenue, New York.

MEDITERRANEAN CRUISE, 1932: The S. S. Columbus sails January 30 on a two-month's circuit touching 28 ports. For the itinerary, write: North German Lloyd, 57 Broadway, New York.

SEE RUSSIA: The United States Lines, 45 Broadway, New York, have just issued a complete folder about specially arranged Russian tours, at \$232.50 up.

WEST INDIES CRUISES: Eleven days, \$150 up, visiting San Juan and Santo Domingo. The folder comes from the Porto Rico Line, 35 Broadway, New York.

SWEDISH HOTELS AND RESTAURANTS: There are 132 pages, with the hotels listed geographically, and summarized like a time-table. The booklet can be obtained from: Swedish State Railways, 551 Fifth Avenue, New York.

VACATION DAYS IN NOVA SCOTIA: A travel folder on the Land of Evangeline, published by: Eastern Steamship Lines, Pier 18, North River, New York.

ILLUSTRATED GUIDE TO THE BERNESE OBERLAND: The most scenic part of Switzerland illustrated in rotogravure. There are 64 pages, with a map in the back. Write: Swiss Federal Railways, 475 Fifth Avenue, New York.

HOLIDAYS: Places to go in England, Wales, and Scotland. 64 pages, illustrated, and with a map. Issued by: Great Western and Southern Railways, 500 Fifth Avenue, New York.

1932 LUXURY CRUISE TO THE MEDITERRANEAN: This is on the S. S. Rotterdam, and leaves New York, Feb-

bruary 6. Write: Holland America Line, 21 State Street, New York.

MEXICO FOR THE TOURIST: An illustrated travel folder, with a tourist map of Mexico City. Copies are offered by: Ward Line, Pier 13, East River, New York.

MONARCH OF BERMUDA: The new pride of the fleet was the occasion for this elaborate folder just issued by the Furness Bermuda Line, 34 Whitehall Street, New York.

HAWAII: A schedule of fares under

the new reduced rates. Write: Matson Line, 216 Market St., San Francisco, asking for schedule No. 6.

EIGHTEEN DAY WEST INDIES CRUISE: The S. S. France sails February 20 for Fort De France, Trinidad, La Guayra, Curacao, Colon, Kingston, and Havana. Rates: \$235 up. For the folder write: French Line, 19 State St., New York.

NORTHWEST FRONTIER: The Indian State Railways, 38 East 57th St., New York, takes you over some old caravan trails in their booklet of this title.

Bulk of credit losses are dead-beats

THAT the deadbeat problem is not limited to the medical profession was made evident, when the Bureau of Business Research of the University of Texas began analyzing accounts charged off to Profit and Loss by 54 stores in a southwestern city, during 1930.

They found that of the 1,768 accounts charged off, 66.4 per cent were accounts of men, and 33.6 per cent were accounts of women; 62.1 per cent were married, and 37.9 per cent were single.

The total amount charged off to Profit and Loss for the entire 1,768 accounts amounted to \$46,687, or an average of \$26.40 per account. The average income of each of the accounts for all occupations was \$112.25 per month. The average number of open and installment accounts that each customer enjoyed was four. Forty-three and eight tenths per cent of the accounts charged off to Profit and Loss were incurred in 1930, 35.8 per cent were incurred in 1929, and the remaining 20.4 per cent were incurred from 1921 to 1928.

The percentage of these 1,768 accounts charged off to Profit and Loss for each reason was given by the merchants as follows: 40.4 dead-beats (accounts which could be located but could give a sound explanation for failure to pay up); 20.5 skips (accounts which could not be located); 9.6 unemployed; 9.0 temporary financial difficulties; 4.0 store failed to properly limit the accounts; 3.6 sickness; 2.7 accounts were disputed; 2.0 accounts were opened with insufficient information; 1.6 charges slipped through without proper authority; 1.2 crop failure; 1.2 domestic trouble; 1.1 fraudulent buying; 1.1 bankruptcy; 1.0 accounts were opened despite bad record, and 1.0 deaths.



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GASTRO-INTESTINAL DISEASES

IT is our sincere belief that adsorption, when its action is fully realized, will become established as the rational means to that much desired end—a clean and healthy gut.

Adsorption is the accumulation of substances at the surfaces of colloidal particles. The process of adsorption is similar to the neutralization of toxin by antitoxin.

Kaylene, a reversible colloidal kaolin derivative, has been found to be ideal material in adsorption.

Kaylene fixes and adsorbs the toxic products of putrefactive, proteolytic and pathogenic bacteria, and renders them harmless.



*Showing the
Kaylene package
and a bottle of
Kaylene-ol.*

Since Kaylene is not adsorbable, the toxins attached to the colloidal particles become inert, and are evacuated in the stools along with the Kaylene itself.

Because it changes the intestinal flora into a predominantly acidophilus type, Kaylene is prescribed in place of acidophilus milk cultures, generally so distasteful to the patient.

In static conditions of the bowel, Kaylene-ol should be prescribed. This combines the lubricating and laxative properties of liquid petrolatum with the protective, adsorptive, toxin-eliminating properties of Kaylene.

Please send for sample and literature.

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Human nature will ever be the same — you write a prescription and find that before long the bottle is high up on the bathroom shelf and the patient just as low in health and spirits as ever.

But start that person on ampoule medication and

watch the difference. Definite appointments mean definite results.

Fraise ampoule injections give an accurate, predetermined, regulated dose with the certainty that it will be absorbed swiftly and completely.



Specify Fraise in ordering Ferruginous Compound Ampoules for anemia. There are many imitations, but though formulae be similar, the secret of making still belongs to Fraise E. Fougera and Co., Inc. 75 Varick Street, New York City

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Ampoule medication is at last the means of giving the physician an adequate compensation for a successful accomplishment.

In ampoule therapy, the patient obtains the personal services of the physician

in administering the medicine, as well as in prescribing it. The doctor has the patient in control, and can produce more rapid and satisfactory results. Since these services are tangible, they are the more appreciated.

Bismuth is daily winning increased recognition in the treatment of syphilis. Write for interesting brochures and samples of these two products.

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(Iodo-Bismuthate of Quinine)

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Severe Burns



Burn
of the face



Cured
after 16
days' treat-
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now heal without SCAR FORMATION

Following is an extract from a paper presented to the Belgium Society of Surgery by Dr. L. Mayer, Professor of the Faculty in Brussels:

"... At a recent fire started by ether, I had opportunity to treat a dozen persons who were badly burned. I have been astonished by the rapidity and the perfection obtained with INOTON.

"... I ordered all the dressings of the face, neck, trunk, and

members of the body made with INOTON and not a trace of the burn remained. The cicatrization has been so perfect that the Doctors commented on the absence of scars."

FORMULA:

Inoton contains, in active combination: lithol (hypersulphonated oil of schiste), ammonium ichthyl sulphonate, extract of witch hazel, titanium oxide, colloidal ortho-titanic hydroxide, zinc oxide and sodium borate.

If you have not yet tried INOTON, please send us your name and address for a complimentary tube. Test it in your most obstinate case of eczema, pruritus, ulcers or other dermatoses.

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Literature and Samples »

SEE THE WOUND THRU CELLOPHANE: A few months ago "the cluttered desk" mentioned a cellophane surgical dressing made in Germany. Now the idea is available in America. Literature describing a transparent cellophane surgical dressing, in plain and perforated forms, which will actually withstand sterilization in an autoclave, is offered by The Ohio Chemical & Mfg. Co., (ME Item 1-32) 1177 Marquette St., N.E., Cleveland, Ohio.

PORTABLE MICROPHONE OUT-FITS: A circular describing some comparatively inexpensive microphone outfits, for hospital paging, or inter-office communication, is offered by the Miles Reproducer Co. (ME Item 1-32) 26 East 22nd St., New York.

ROSS COLONIC IRRIGATION TABLE: A folder describing and illustrating the 1931 improved model, embodying a number of outstanding features. Write: Ruggles Appliance Corporation (ME Item 1-32) 50 East 42nd St., New York.

THIALION: A professionally written booklet on the properties, therapeutic indications, dosage and administration of Thialion is offered by The Vass Chemical Company, (ME Item 1-32) Danbury, Conn.

DRYCO—THE IRRADIATED MILK: New clinical data on irradiated milk as an antirachitic agent is offered by The Dry Milk Company, Inc. (ME Item 1-32) 205 East 42nd St., New York. Samples, also, on request.

SCIENTIFIC EVIDENCE OF DETOXIFICATION: No professional booklet this season surpasses this one in beauty of printing and authoritative background. The ground it covers in 34 pages is remarkable. Copies are offered physicians gratis by The Wm. S. Merrell Company, (ME Item 1-32) 5th, Pike & Butler Sts., Cincinnati, Ohio.

HYPERTENSION: The use of Pulvoids No. 373 Natrico in the symptomatic treatment of hypertension is described in literature offered by the Drug Products Co., Inc., (ME Item 1-32) 26-33 Skillman Avenue, Long Island City, N. Y.

TRAUMATIC INFLAMMATORY AND INFECTIOUS CONDITIONS: Literature discussing the therapeutic application of moist heat, with professional samples of Antiphlogistine, is offered by The Denver Chemical Mfg. Co., (ME Item 1-32) 163 Varick St., New York.

THE METHOD THAT WILL NOT FAIL: A folder describing a medical case history system which has several unique features, is offered by the Medical Case History Bureau (ME Item 1-32) 11 West 42nd St., New York.

INOTON: Concise description of local, general and dietetic treatment of skin diseases is given in a booklet, "A Primer of Practical Dermatology," prepared by Dr. Francois Debat. Write: E. Fougere and Co., Inc. (ME Item 1-32) 75 Varick St., New York.

CHOCOLATE VITAVOSE: Samples of Squibb Chocolate Vitavose, with literature, are offered by Professional Service Department, E. R. Squibb & Sons, (ME Item 1-32) 745 Fifth Avenue, New York.

CAMAY SOAP: Sample cakes of Camay, a bland complexion soap, are offered physicians by Proctor & Gamble (ME Item 1-32) Cincinnati, Ohio.

KLEENEX: Full-size professional package of Kleenex tissues, for use in place of towels, are offered by Kleenex Company, (ME Item 1-32) Lake Michigan Bldg., Chicago, Illinois.

PENTZ STERILIZERS: A circular describing the "Pentz" method of sterilizing and illustrating the Pentz line of sterilizers and auto-clavettes has been issued by The Santisepic Mfg Co., Inc., (ME Item 1-32) 26 Bay St., St. George, Staten Island, New York.

NEW LIGHT ON ORAL HYGIENE: This concise little circular presents interesting facts about Norsiko, a tooth paste which is said to work on a new principle. Write: Siko Inc. Laboratories, (ME Item 1-32) 90 West St., New York.

DELBIASE: A resume of magnesium therapy according to Prof. Pierre Delbet, M.D., of the Paris Faculty of Medicine, with a chapter on the pharmacotherapeutics of Delbiase. For a copy of this 24-page booklet write: Laboratoire de Pharmacologie, Inc. (ME Item 1-32) 92 Beekman St., New York.

VI-ZOY FOR CHILDREN: An analysis of this chocolate flavored food drink is given in a compact circular published by: Harshaw Essential Foods, Inc., (ME Item 1-32) 1945 East 97th St., Cleveland, Ohio. Samples are also offered.

CONDENSED REPORT ON CERTI-FOODS: A facsimile of a documented



“Just the thing— send 25 copies”

“It contains many facts which will be useful to every physician and particularly to pediatricians”

THESE and similar comments this past month, from many of the more than 4,000 doctors to whom we have had the privilege of sending copies of the Gerber booklet “Baby’s Vegetables and Some Notes on Mealtime Psychology,” have amply repaid us for the work attached to the production of this material.

The booklet refers the mother to her physician for specific information on the use of the Gerber Products. A great many helpful suggestions are included in the booklet, however, that should assist the mother in the home in dealing more successfully with the problem of developing normal mealtime habits in the infant and growing child.

In addition to the gratifying comments received from physicians, we have also had the pleasure of acknowledging numerous expressions of appreciation from mothers for the helpful suggestions they have found in the booklet.

If we have not yet had the privilege of sending you a sample of the booklet for examination, please send us your name and address on the coupon below. We will be glad to supply as many additional copies as you wish for distribution to your patients.

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Fremont Canning Company, Fremont, Mich.

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Dept. M.E.-14, Fremont, Michigan
Please send me a copy of Dr. Storms' booklet “Baby's Vegetables and Some Notes on Mealtime Psychology.”



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Address _____

ME-14

report by Walter H. Eddy, Ph. D., Columbia University, on certified sieved vegetables. Samples of Certifooods are also sent on request. Write: The Maltine Company, Certifooods Division (ME Item 1-32) 20 Vesey St., New York.

INFANT FEEDING WITH UN-SWEETENED EVAPORATED MILK: An eight-page booklet containing brief extracts from the literature. Write: Evaporated Milk Association, (ME Item 1-32) 203 N. Wabash Avenue, Chicago, Ill.

IMPERATORI UNITS: A folder describing the Sklar Imperatori Treatment and Diagnostic Unit has been issued by the J. Sklar Manufacturing Company, (ME Item 1-32) 133 Floyd St., Brooklyn, N. Y.

CHEMOTHERAPY OF INOPERABLE CANCER: This interesting booklet is based on the report of the Committee of the Bristol University and the Bristol Royal Infirmary, England. It will be sent gratis by the Anglo-French Drug Co., Inc., (ME Item 1-32) 1270 Broadway, New York.

THE STORY OF AN INVESTOR: There is much practical information in this history of one man's financial career. For the booklet write: The Brookmire Economic Service, Inc., (ME Item 1-32) 551 Fifth Avenue, New York.

SAMPLES OF RALSTON: A package of Ralston whole wheat cereal and a complete research report will be mailed on request by the Ralston Purina Company, (ME Item 1-32) St. Louis, Mo.

D-ZERTA: A sample package of six individual servings of D-Zerta (assorted flavors) is offered by The Jell-O Company, Inc., (ME Item 1-32) Le Roy, New York.

ESSENTIAL HYPERTENSION CAN BE RATIONALLY TREATED: A well-printed and easily read booklet discussing the pharmacology, toxicology, uses and effects, contra-indications, administration and dosage of Arterocvn. Write: Flint, Eaton & Co., (ME Item 1-32) Decatur, Ill.

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BILE SALTS COMBINED *Lederle*

With Cascara and Phenolphthalein

THIS combination contains .065 gram, (1 grain) Purified Bile Salts, .033 gram, (½ grain) of Extract of Cascara and Phenolphthalein. Indicated to relieve constipation and its secondary factors.

Physician's sample on request

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HEAD COLDS!

FREE BOTTLE—Results in the localized treatment of Head Colds often depend upon the thoroughness with which medication has been applied.



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Please send me free bottle of **EFEMIST.**

M.D.

Laboratory Tests Prove the Germicidal Action of

Vapo-Cresolene

A research laboratory of unquestioned standing has just completed a series of tests, which indicate that the vapors produced by the Vapo-Cresolene Vaporizer have a direct germicidal action when used for respiratory affections caused by pathogenic germs.

The method used was to make surface and deep inoculations in agar plates, with the following cultures: *Micrococcus Aureus*, *Streptococcus Hemolyticus*, *Streptococcus Viridans*, *Bacillus Coli* and *Bacillus Subtilis*.

When these plates were exposed to 18 hours vaporization in a room containing 776 cubic feet, it was found that growth was completely checked on the surface inoculation plates. In deep inoculation, *streptococcus viridans* showed less growth than in the control plates, and *bacillus subtilis* no growth. Throughout the test, the technique was made to simulate sick room conditions as closely as possible.

Vapo-Cresolene has been recommended and used for many years for paroxysmal cough and dyspnea as in Whooping Cough, Catarrhal Croup and Bronchial Asthma. In Broncho-pneumonia, the bronchial complications of Measles, and in all conditions in which a soothing and sedative inhalation is indicated.



Lamp Type
Vaporizer



Electric
Vaporizer

The VAPO-CRESOLENE CO.
62 Cortlandt Street, New York, N. Y.

Civil Service Doctors

[FROM PAGE 14] and quickly cure such ills. When an appointment is made, the appointee must serve a "probationary period" of six months, during which the supervising official may dismiss him without giving any cause therefor. During this period he does not acquire a "civil service status."

Before he is in the service forty-eight hours he learns that probation is only a theory. No one is ever dismissed during this period. Doubtless there have been cases of such dismissal, but the oldest government employee is unable to recall them. As a matter of fact it takes more than six months to give a professional employee the most elementary training.

Aside from this fact, the average supervisor prefers to cope with and endure the evils he may have than to fly to those he knows not of. Choosing names from the register of eligibles is no picnic, even when they can be had from the top. To choose again from the same list, after it has been mulled over for six months by half a dozen other departments, is nobody's business.

The probation period over, each employee is notified of his permanent appointment as a United States civil service employee. This means that he has acquired that very desired state of having a "civil service status." Theoretically, the Civil Service has further provided a method for weeding out the unfit. At least once each year each employee is given a rating on his work, on the basis of 100. The average is declared to be 85. If the rating is below 65 the employee is dropped from the list and his pay ceases.

But he is now an employee

with a status. This means that if he is discharged he is entitled to a hearing before the Civil Service Commission trial board. He cannot be dismissed without cause. If his rating is above the minimum of 65, charges must be preferred before he is dismissed. This alone would probably prevent dismissals, as supervisors are never known to bring charges against an employee except in the most flagrant cases of wrongdoing.

The average employee never even gets close to dismissal. It is a reflection on the supervisor and a disgrace to the department to have employees very much below the declared average. *So the theory of dismissal of the inefficient simply doesn't work out.*

The government employee who has attained a civil service status has, to all intents and purposes, a life job. Only when a reduction of force is ordered is he in any danger. Nearly all government departments are expanding from year to year. He has not been in service long until he learns this. He soon feels that, come what may, and regardless of the amount or quality of work he may put forward, he has a strangle-hold on the salary roll. If he is very conscientious, he may put in his seven hours from nine to four-thirty each day (except Saturday afternoons) in honest endeavor. If he is by nature a hard worker, the system soon slows him down.

If the troubles of a government department supervisor really stopped at this point, those in charge of the professional workers would have weak arms from patting themselves on the back. No experienced department chief objects to a few useless drones on his force. He expects that. It is a part of the system. The most he hopes to do with a force of thirty or forty is to develop ten or twelve good men. If he can do this, he knows these men can

REVELATION TOOTH POWDER



is an absolute cleanser and if your tooth brush is not clean your dentifrice is not a cleanser.

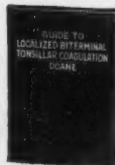
A clean tooth brush is as essential as clean teeth.

Send your professional card for full size can of Revelation and literature without charge.

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To Cut or Not To Cut That is The Question



By
L. Leo Doane,
M.D., F.A.C.S.

Price \$3.00

Sent on approval during
January only.

The pendulum is swinging away from surgical tonsillectomy toward the newer, safer method of electrocoagulation. Thousands of physicians are doing this work successfully. You can perform it in your own office.

This book tells you the "why and how" of tonsillar coagulation, comparing the various methods in vogue and the advantages of the author's method.

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Send me Dr. Doane's book on approval. I will either remit \$3.00 or return the book in ten days.

M.D.



Increased Nourishment

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Increased Weight

Often it is difficult to select a food which the child is willing to consume in sufficient quantity to increase his weight.

More and more physicians, however, are finding that Ovaltine—the health food-drink—fills the need for a nourishing, palatable addition to the regular diet.

Because Ovaltine is rich in growth-promoting vitamins and mineral elements, the children respond to it very quickly. It is particularly recommended in the treatment of undernourished, underweight children. And it is delicious to taste.

Let us send you a regular size package of Ovaltine so that you may become acquainted with its delightful flavor.

OVALTINE

The Swiss Food-Drink

*Manufactured under License in U.S.A.
according to original Swiss Formula.*

Offer good only once unless in special cases and limited to medical and allied professions.

THE WANDER COMPANY,

180 North Michigan Avenue, Chicago, Illinois.

Dept. M.E. 1

Please send me a regular size package of Ovaltine for my personal use—without charge.

Dr. _____

Home Address _____

City _____ State _____

carry the heavy work of the group. He just gets what he can out of the balance, and is satisfied.

Thus it would seem that the bureau chief who has developed one third of his force to a reasonable degree of efficiency, and the other two thirds able to do odd jobs about his department, all on a permanent salary roll that he needn't bother his head about, might be sitting very pretty. In private business, if he could get by with the salary roll, such a situation would be considered soft.

But there looms before every government chief the specter of "the outside." This term denotes all business outside of government activities. *Private business watches the development of government experts like so many hungry wolves.* Private business wants only the good man, and always takes them from the top!

No sooner does the bureau chief bring out a "discovery" in government service, and promote him to top grade and salary, than the private business snipers draw a deadly aim and pick him off. Always the high salary dum-dums hit the best men. While government salaries for clerical help compare favorably with those paid in private business, professional salaries are far below private business standards.

Thus it is that, among these workers holding life jobs, only the best men ever quit. The selection is always against the government. The more inefficient the worker, the more desperately and certainly does he hang on to his job. As the better men are clipped off by private business or enter private practice for them-

selves, the less efficient take their places to become the permanent staff of the bureau.

The supervisor's only hope lies in the development of younger men. His best method of finally getting together a force that can do the work and remain whole for a reasonable length of time may be, after his force has been denuded of its top-notchers, to promote through the seniority rule some of the older, less efficient men. These he may safely set out in front, where the outside can look them over.

Back of the lines, he may develop a younger set, and keep them in the lower salary limits.

[TURN THE PAGE]

The Last Word in Vaginal Antiseptics



**No product for feminine hygiene
has the merit of MARVOSAN**

MARVOSAN possesses high antiseptic potency. Its most important ingredient, Oxyquinolin sulphate (C_9H_7ON) $_2$ H_2SO_4 is intensely powerful, yet it is absolutely harmless and non-irritating to the mucosa. Incorporated in a water-soluble jelly of a starch-glycerite base, it forms a safe, efficient vaginal antiseptic.

FREE sample and literature of Marvosan sent on request.

Physicians also prescribe our "L.A.J." (Lactic Acid Jelly—the original formula by Dr. James F. Cooper). Send for literature.

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NEO-REARGON

**Destroys Gonococci. Is Painless and Non-Irritating.
Highly Germicidal and Non-Toxic.**

Literature and Technique on request

AKATOS, Inc. 114 Liberty Street, New York



**An
Antitoxic
Food
Which
Changes
the Flora**



PROVIDE the right kind of "soil" and you encourage the growth of the right kind of bacteria.

Where there is an existing putrefaction, the obvious method of changing the flora is to change the dietary habits of the patient and supply those foods upon which the normal *B. acidophilus* is known to thrive.

Based on the work of Torrey, Kendall, Rettger, Cannon, the two most desirable foods for the purpose were found to be the carbohydrates — lactose and dextrine — first prepared by us to meet physical requirements, under the name

LACTO-DEXTRIN

(Lactose 73% — dextrine 25%)

Lacto-Dextrin offers a drugless, natural way of suppressing putrefaction and intestinal poisons by changing the flora.

Let us send you a physician's sample of Lacto-Dextrin with our compliments.

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Send me, without obligation, literature and trial tin of Lacto-Dextrin.

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They may do the real work. Private business may fail to see through this scheme, and leave these efficient youngsters alone. Thus, if private business absorbs a decoy or two, it will be in just that much hard luck, and the bureau chief will not be much hurt.

It may be a bit rough on the youngsters, to do most of the work for the small end of the pay. But inequalities are common in government service. A government worker's status is largely a matter of luck anyway.

State Medicine! Its mistakes could hardly be remedied by increased appropriations. Its shortcomings could scarcely be explained away by representatives of the Bureau of Efficiency or the Personnel Board. Since it would deal with the public health, with life, and death, the results of its inefficiencies might not be wiped out in half a dozen generations.

State Medicine. What a mess it might turn out to be!

6 Hazards

[FROM PAGE 32] ideas of insurance and investment. True, this will not be agreed to by most insurance companies but the fact remains that as an investment, insurance money would draw more if put into a savings bank. Insurance money buys two things — protection for emergencies, and safety—nothing more. An average business man can make much more with his money than he will get from an insurance company for its use.

So the start should be made with the understanding that insurance money is to buy emergency protection and safety—and that when those contingencies are covered, extra money for investment should go into other well-considered fields.

In making his plans the doctor

must first of all figure out exactly how much it would cost him to keep things going if he were suddenly disabled through accident or sickness. This, we will say, is \$300 to \$500 per month, according to whether he is single, or has a dependent family—also according to whether he has outside income or not.

These carrying-on needs must be covered by health and accident insurance, and by disability clauses in life insurance, or both. The best form is a non-cancellable income policy. These come with "elimination" periods usually—meaning that indemnity does not start till the disability has lasted from 1 to 3 months as specified. The doctor must figure how long he could hold things together with his reserves, and on this basis decide about the elimination period. A rider may be inserted, providing that if the case is severe enough to require hospitalization, indemnity begins at once. This feature is probably worth what it costs.

Disability features in connection with life policies are not so satisfactory since they pay only 1% monthly, and require such a high coverage to secure sufficient disability yield. Also, they sometimes cover only specified extreme conditions and a limited term of months, and can be cancelled in many instances. Non-cancellable health and accident insurance suits the situation best.

With disability emergencies covered, the death hazard must next be looked to. Figuring again, the doctor must determine how much his family or whoever would remain behind will need to subsist. A minimum of \$150 to \$300 a month will be the usual situation. This is about \$1800 to \$3500 a year, and is 6% interest on \$30,000 to \$60,000. This situation should be handled through the cheapest form of straight life insurance purchasable. Straight life—the kind where a given sum is paid at death, in return for a premium

SOIL



Focal infection and its sequel, retention of nitrogenous wastes, are forbidding "soil" for recovery from disease.

When you prescribe Urasal (Horner) as supplementary medication, you obtain earlier response in most infections of serous and mucous membranes. Consider these five reasons why Urasal prepares a favorable "soil."

1.
Inhibits dangerous bacterial growth in important portals of entry—urinary, intestinal and biliary tracts.
2.
Its prime ingredient considered the most potent remedy in generalized colon bacillus infections.
3.
Promotes uric acid elimination.
4.
Inhibits intestinal putrefaction.
5.
Acts always as a powerful urinary antiseptic.

Indications: Infectious diseases of urinary, upper respiratory, intestinal and biliary tracts; focal infection and faulty nitrogenous elimination; subacute and chronic rheumatic affections.



*An ethical product.
Formula on request.*

for supplementary medication in infectious diseases	for specific medication in urinary tract infection
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Please send trial amount of Urasal
and descriptive literature.

M. D.

This Trend

towards Earlier Unmodified Whole Milk Diets

Points to KLIM



MANY leading pediatricians recommend placing babies on unmodified whole milk diets at an earlier age than was formerly the custom. In making these early changes from formula to whole milk, innumerable physicians are recommending Klim because they realize the great desirability of an easily digestible, highly assimilable form of milk.

Klim has definite and impor-

tant advantages for infant and child feeding which merit your consideration.

Klim is pure, clean, whole milk—powdered for convenience and safety. When reliquified, its bacteria count compares favorably with the best certified milk. Moreover, Klim is uniform, of high nutritional value, easily digested, assimilated and convenient to use.

Literature and samples sent on request.

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The Borden Company

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KLIM

POWDERED WHOLE MILK

paid annually—the policy in force as long as the premium is paid—is usually the best.

The doctor should take out sufficient straight life insurance in units of \$5000 or so, as soon as possible, to create an immediate adequate estate in case of death. A good plan is for him to specify in his policy that in case of his death the money go into a trust fund administered by the company or by a trust company, his legatees to live on the income. Or a life annuity may be purchased, paying a larger return during the lifetime of a specified legatee.

We now have disability and death contingencies covered by non-cancellable and straight life insurance in sufficient quantities—in other words, an immediate estate if needed.

If the doctor distrusts his own business ability, and fears the loss of capital in old age, he may well safeguard himself by starting in to deposit some of his extra funds in a deferred or old-age annuity policy. He should figure out a minimum of certain money which will provide absolute necessities in case of loss of all other income after the age covered by his non-cancellable income insurance (usually 60 years). Say this is \$100 to \$300 per month. He should then start early to build up by annual payments, or by a series of single

deposits, sufficient amount so that the insurance company will pay him this sum every month as long as he lives after age 60. He may count this as part of his estate as it develops. This is somewhat of a gamble, with the odds all in favor of the insurance company—but the absolute certainty of an old age income is worth something.

Now, with other funds, the doctor begins building an investment estate which yields him increasing returns. As the returns on this estate approach the returns on his necessary emergency insurance estate, he can if he wishes, reduce his insurance. For example, if he sets his immediate estate at \$400 per month, when his holdings develop to the point where they yield a reliable \$100 per month, he can reduce his non-cancellable income policy \$100 per month, and his life policy about \$5,000 or so.

However, the older he gets the relatively more valuable his straight life and non-cancellable become, and therefore he may wish to maintain them permanently. This is desirable if possible, since it has been found that life insurance money is the most liquid part of an estate, and often is a godsend in tiding over the period of probate of will and legal estate adjustment.

Another reason for continuing this insurance is the inevitable estate shrinkage at death. A man may have built up an entirely

INSPECT THIS NEW STYLE "ANTI-COLIC" BRAND NIPPLE.

Samples sent free on request.

Here is the first real improvement in nipple design since we introduced the "three-hole" Anti-Colic. The SANI-TAB, an exclusive feature of the Davol Anti-Colic brand, makes easy the application of nipple to bottle without touching sterilized under-rim. Let us send you free samples of Sani-Tab Anti-Colic nipples and Anti-Colic nursing bottle caps, also made with the Sani-Tab. Write to DAVOL RUBBER COMPANY, Dept. B1, Providence, R. I.



SANI-TAB
Anti-Colic Nipple



ANTI-COLIC
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*Prescribe***Cystogen**

**A Non-irritating
Urinary
Antiseptic
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FORMULA

There are many hexamethylene tetramine products, but when a physician prescribes Cystogen he knows his patient will receive pure hexamethylene tetramine, the formula for which is $C_6H_{12}N_4$ or $(CH_2)_6N_4$. Cystogen is always of uniform value, carefully packed in proper containers. It is safe, efficient and economical.

Your patient can secure CYSTOGEN only on your prescription, since Cystogen is advertised only to the profession. Made in powdered and tablet form. Also as a lithia effervescent tablet.

Write for full literature and samples for clinical trial.

CYSTOGEN 220 36th St.,
CHEMICAL Brooklyn,
COMPANY New York.

Gentlemen: M.E. 1-32

Please send literature and samples of CYSTOGEN.

Dr. _____

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adequate estate, but if it is not in the name of his wife or heirs at the time of his death, the residue reaching them will be much less, through estate taxes and other drains. Consequently this may well be anticipated, and covered by continued straight life coverage.

Non-cancellable usually ends at 60, so that it automatically takes care of itself unless it is found unnecessary before then.

Every doctor owes it to himself once a year—say five months after his birthday (just before insurance age-change) to read over from beginning to end all his insurance policies. He will find a new gap every time, probably.

Another principle to follow is to buy insurance in a business way—not as a favor to a patient or friend in the business. The less insurance buying done from personal friends, the better the set-up in general.

As a modern service development, certain far-sighted insurance brokers, economists, and trust companies are now working out plans to handle this situation on a monthly budget plan, which for convenience and efficiency can not be excelled. All insurance holdings of every kind are appraised, the gaps filled in with new policies, useless coverages cashed in, and the total annual cost worked out so that a monthly deposit will handle it. As more insurance is added, the monthly budget rises slightly.

By some more extensive plans, the budget is raised beyond the insurance needs and the excess is invested in stock investment—trusts, building and loan, or other investment fields designated, or chosen from time to time. This relieves the doctor of details, and makes his path to an estate much easier than usual.

The doctor-as-a-poor-businessman myth can be exploded as far as the insurance field is concerned, if physicians will apply simple analytical principles as here given to their dealings.

Collection Headaches

[FROM PAGE 21] tention is a "necessary," and the husband or father is the responsible party, not the wife or child.

All right. Now you have that information in your file. You have rendered your services. What's the next step? Send a bill! Don't wait until the end of the month. Send a bill as soon as the services are completed. (And when your bill is paid, write a little note of thanks. It'll bring in the patient again, as sure as you were born.)

But suppose it isn't paid. What then? On the last day of the month send another bill. Don't put it off, even if you have to sit up all night. Get your bills out on time. Promptness on your part breeds promptness on the patient's part.

The patient expected you to come quickly when he needed you. Expect him to pay as promptly, and show him, courteously, that you do expect him to. Who can blame a debtor for not promptly paying an account in which the creditor hasn't enough interest to send a bill?

Still he doesn't pay! Well, your collection problem has begun. Send another bill with a courteous note requesting a prompt remittance. No results? Take your pen in hand and write that debtor a courteous letter, requesting his payment *by a certain date*. On that certain date, write another letter, and make it pointed.

Some physicians make a practice of writing on their bills, "If not paid by (date) we shall place this account with the Blank Collection Agency." That's all right from one standpoint, but from another it is unethical, for you are using the name of the collection agency to effect collection of your account. Without the repu-



Don't let your patient grope in the dark—

If he asks merely for Cod Liver Oil he may be offered inferior and untested commercial oils of unpleasant flavor, and he may purchase them.

But if you will recommend or prescribe NASON'S Cod Liver Oil by name he is sure to get oil of **HIGHEST VITAMIN POTENCY** and a pleasant flavor that makes it easy to take.

The handling, preparation, testing and distribution of Nason's Cod Liver Oil from the Lofoten fishing grounds and Nason's own plants in Norway to the finished bottled product is controlled by the Nason organization.

Nason's
Palatable ~ Lofoten
Cod Liver Oil



NASON'S VITAMIN POTENCY WARRANTY
1000 A UNITS-150 D UNITS
PER GRAM OF OIL

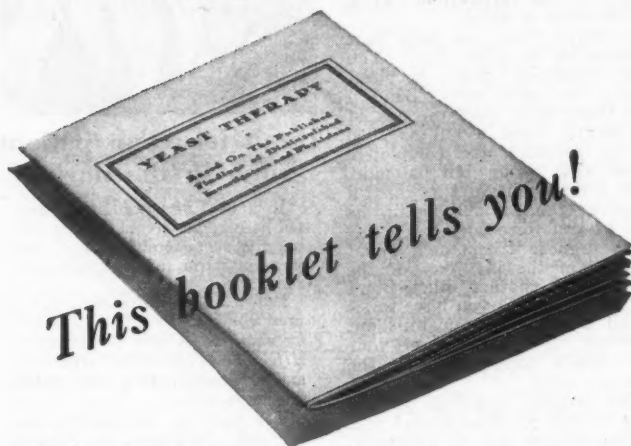
TAILBY-NASON COMPANY
Kendall Square Station, Boston, Mass.
Pharmaceutical Manufacturers to the Professions of
Medicine and Pharmacy since 1905.
Gentlemen: You may send me (without charge) sample bottle of Nason's Palatable Cod Liver Oil.
Name
Address
My Druggist's Name.....

(M.E. 1-32)

What is the Value of Yeast

in CONSTIPATION . . in SKIN DISORDERS

. . as an ANTIRACHITIC agent?



MANY physicians have asked for a brief summary of the principal scientific facts about the medical value of yeast.

Here it is! This revised edition of the popular booklet, "Yeast Therapy," will go far in showing you the reasons why Fleischmann's Yeast is so widely used and discussed in medical practice today.

This booklet contains sections on "What is Yeast?" "Yeast Therapy" (its history), "Constipation," "Boils, Furunculosis, Acne and other Suppurative Skin Diseases," "Irradiated Yeast and Vitamin D," "Sources and Importance of Vitamin D," "Yeast in Pellagra," "General Debility," "Arthritis and Rheumatoid Conditions," "The Value of Yeast as a Food," etc.

Fleischmann's Yeast has impor-

This booklet presents the experience of well-known physicians and summarizes the results of extensive research work on yeast.

tant advantages as a source of vitamin D. Its use, particularly in the diet of expectant and nursing mothers, is being widely prescribed.

To help you keep abreast of this and other recent developments in the field of yeast therapy, let us send you a copy of this booklet today.

SEND FOR YOUR COPY

Health Research Dept. M-U-1, Standard Brands Inc., 691 Washington St., New York
Please send me revised edition of "Yeast Therapy," based on the findings of distinguished investigators.

Name

Address

tation of the agency, the use of the name would be ineffective. Therefore you are using something valuable without paying for it. Any agency has a legal right to charge you commission on an account so collected, but few do it.

If the debtor doesn't pay on the date you name, at least follow up your promise by forwarding the account immediately on the day you said you would. One of the rules of good collecting is to follow up every promise.

So then, the account goes to the agency. Don't feel bad about it. Any debtor who withholds payment of your bill for ninety days, without explanation, requires definite pressure.

Make out a bill; put on it a brief but complete explanation of the case; give dates; say what the services were; tell what you know about the debtor; give his references; give his place of employment if possible; and mail the bill to your collection bureau.

Don't wait until you have a dozen or more. Send them one at a time, while it's possible to collect them. And give the agency all the help you can in the way of information. After all, it's your account, and what you're after is the money. Collection agencies are not magicians. They can accomplish only the possible. Accounts are collected mostly by hard work, coupled with knowledge, skill, experience, equipment, affiliations, reputation, and organization, and anything you can do to help your agency will put more money into your own pocket.

Now that's about all there is to "preventive collecting," but so far we haven't said a word about selecting the agency in the first place. You select an agency on the basis of its *reputation* and its *rates*. It's difficult.

"You get out of my office," a physician once told our Service

Use BROMO ADONIS

A Bromide Sedative

in DISEASES of the
NERVOUS SYSTEM

Bromo Adonis No. 1

When symptoms of nervous irritability make their appearance, as in Hysteria — Nervous Indigestion — the Menopause — Insomnia, and as an adjunct in Petit Mal Epilepsy.

Bromo Adonis No. 2

Where a more lasting sedation is indicated, as in Epilepsy, especially in idiopathic cases which have become chronic. It is superior to plain bromides.

Check the preparation
desired, for free
sample.

TUCKER PHARMACAL CO.
221 E. 38th St., New York, N. Y.
1.



**Quick
results
from
EPHEDRINE**
in

new, convenient form

Efracoids contain ephedrine hydrochloride, camphor, menthol, phenol and boric acid in a small nasule with elongated neck. Top of neck is simply clipped off and part of contents of nasule squeezed into each nostril. A proper therapeutic aid in relieving head colds, asthma, hay fever, etc. Convenient and efficient.

EFRACOIDS

Harris Drug Co., Inc., Dept. ME-1,
232 E. 125th St., New York, N. Y.

Send me professional sample of
Efracoids.

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80 YEARS OF SERVICE

*Some of our specialties
that physicians are using
with splendid results.*

**IODOTONE
MYODINE
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PREPARATIONS**

*You can prescribe with confidence, any drug,
chemical or medicine bearing the E. & A. label.*

Beginning in 1851, when Millard Fillmore was President of the United States, ten years before the Civil War and continuing for eighty years, EIMER & AMEND have been manufacturing and supplying the Medical Profession, throughout the country, with Medicines, Drugs, Chemicals and Laboratory Supplies. The name of EIMER & AMEND, on an article, during this period of time, has become a guarantee of purity, quality and reliability.

EIMER & AMEND

Est. 1851

Third Ave., 18th to 19th St.

Inc. 1897

New York

In Hypertrophied Prostate

Relieve urinary frequency and painful spasms with Cysto-Sedative. We believe this is an unusual product, and ask that you send for a complimentary package.

INDICATIONS

Gonorrhea
Prostatitis
Cystitis
Pyelitis
Renal Calculus
Hypertrophied Prostate



PROPERTIES

Cysto-Sedative relieves pain and bladder irritability—aids in the healing of inflamed mucosa—is antispasmodic and sedative—diminishes urinary frequency.

STRONG, COBB & CO.,
Cleveland, Ohio.

Please send literature and
complimentary package, Cysto-
Sedative.

Dr.

Address

City..... State.....

CYSTO- SEDATIVE

Manager when she presented her card.

What amazing experience could have caused this usually chivalrous physician to see red at the mention of collection agencies?

Well, probably he got stuck. Probably one day there came to him a gentleman who sold the physician on placing his accounts

for collection. The physician thought it would be a good thing, and did so. Months went by. He heard nothing. He wrote; no answer. He wrote again. And finally, let us suppose, he received this letter. (This is an actual letter, received by a doctor, now our client, from an agency with whom he had placed five accounts.)

Dear Sir:

The following is a statement of your account:		
So-and-so had a notice of suit for which we charge	\$	5.00
We charge for registered notice		.30
Attorney's fee		7.50
Advance court costs		7.50
This claim is at present in Attorney's hands for suit. As soon as we receive a report from the Attorney we will report to you.		
So-and-so's account is cancelled		
So-and-so had a notice of suit for which we charge		.50
We charge for registered notice		.30
Attorney's fee		7.50
Advance court costs		7.50
This claim was forwarded to an Attorney, who returned it as absolutely uncollectable and the advance costs of \$15.00 are credited		
		\$15.00
So-and-so paid \$12.00. We credit and charge commission of		\$12.00
	\$1.80	
So-and-so had a notice of suit for which we charge	.50	
We credit cash received and charge commission		3.00
	.45	
Your account is charged with 110 letters at 10c each	11.00	
	\$45.35	\$33.00

Yours truly,

You will note that the addition is incorrect, but even though the agency made a mistake of \$3.00 in the doctor's favor, he still owes them \$12.35 and has received no money! Who can blame him for being peeved? Not you. Nor I.

But peevishness is not the solution of the very difficult problem

that confronts physicians when they look through their files and find thousands upon thousands of dollars in accounts receivable. Accounts receivable won't pay the office rent.

There is no business that presents so many chances for misunderstanding between principal and agent as the operation of a

ANGIER'S EMULSION

is a most desirable remedy to prescribe for

HEAVY COLDS—GRIPPE—BRONCHITIS

Angier's is not a depressant but is naturally soothing. It loosens the secretions, promotes expectoration, relieves congestion and eases respiration. Stasis, constipation and resulting toxemia are controlled by means of the emulsified oil in the Emulsion.

Trial bottle free to physicians

ANGIER CHEMICAL COMPANY.

Boston 34, Mass.

PEACOCK'S BROMIDES



5 Decades of successful prescription service to the physicians of 5 Continents because of Therapeutic Potency—Greater Tolerance and Lessened Bromism—Maximum Purity.

*The coupon will bring
a liberal sample for
clinical trials.*

**OD PEACOCK SULTAN
CO.**

**4500 Parkview Place,
St. Louis, Mo.**

Od Peacock Sultan Co.,
4500 Parkview Place,
St. Louis, Mo.

Clinical Samples of Peacock's
Bromides, please.

_____ M. D.

_____ Street

_____ City & State

collection agency. It is a business that requires the highest integrity, and just as there are unscrupulous physicians, there are unscrupulous collection agencies.

As far as reputation goes, that's for you to find out. The easiest and best way is to ask for the names of a few clients, and then write a little note, inclosing a stamped envelope, and say, "How about this Blank Collection Agency? Are they on the level?"

Of course there are local banks who will find out for you. There is the Chamber of Commerce. The Secretary of your Service Club can do it.

Of course this precludes your giving accounts to a solicitor on the spur of the moment. Give the solicitor a fair deal, but don't be rushed into it.

I think my next sentence will be the most important sentence in this article. **READ THE RATES.** Read the rates, and be sure you understand them.

The fees of collection agencies run up and down the scale like Paderewski—anywhere from 8% to 80%, and it will surprise you to know that you are more likely to get stuck on the low rates than on the high.

THERE ARE NO TERMS OR CONTRACTS WRITTEN THAT WILL ABSOLUTELY PROTECT THE CLIENT FROM BEING STUCK.

I could undertake to collect your accounts for 8%, and I could make money. But you would get most fearfully gyped. Here's how I would do it:

First we'd advertise in the papers like this

Cash in on
Your Bad Bills
8%

is all we charge.

and I certainly would get a raft of accounts. Then, after I had all the bills, I'd compose the

toughest collection letter that you or anybody else ever saw, and I'd mail it to your debtors. It would scare the living daylight out of them, and some of them would pay. I'd take my 8%, send you the rest, and that is *all* I would do. For 8% I could not afford to write more than one letter; therefore I would use force and threats instead of persuasion and co-operation. I would skim off the cream and call it a day.

If your bills amounted to \$800 and I collected \$100 with this one letter, I would get \$8 and you would get \$92. I would have had almost no expense (no trained office force, no personal letters) and I would make money. But you would get fearfully stuck after I had treated your debtors like dogs, neither you nor anybody else could ever collect another cent from them, and that \$92 is all you'd ever get out of your \$800.

Ten to one you would have done better to employ the 80% agency rather than the 8% agency. This agency, assured of so exorbitant a commission, would probably collect entirely by personal call, maintain an expensive fleet of motor cars, and spend almost unlimited time and money on even the most hopeless accounts. They might very possibly collect some \$700 out of your \$800, for which you would pay them \$560. But even then you would have \$140 left, which is \$48 more than the 8% agency returned to you.

What I'm driving at is this: It's not how little you *pay* that counts, but rather how much you *get*.

No collection agency's terms will be absolutely fair on each individual account. It's the average that governs. But in some cases there are single items in the terms that result in dissatisfaction, and perhaps it would be profitable to *analyze* a few of the

Thialion

is a dependable agent to prescribe in rheumatism, gouty conditions, biliousness constipation and wherever there is evidence of acidemia or decreased alkalinity.

Literature on request

VASS CHEMICAL CO.
Danbury, Conn.



HEAD COLDS!

FREE TUBE—
Rapid relief from head colds for your patients when you prescribe Efedron (Hart).

It produces powerful simultaneous decongestive, analgesic and antipathogenic action locally.

Send for Free Tube—TODAY

HART DRUG CORP.,
35 S. W. 2nd St., Miami, Fla.

Please send me free tube of Efedron.

M.D.

R HAYDEN'S



VIBURNUM COMPOUND

ANXIOUS to avoid painful interruptions in her active life of work and play, the modern woman is grateful for an effective antispasmodic and sedative. Difference in price is negligible when you consider the difference in effectiveness.

Be sure that your prescriptions are filled with the genuine HVC. It contains viburnum opulus, dioscorea villosa, and aromatics, and it is non-narcotic and leaves no unpleasant after effects. Samples to the profession on request.

Put up in 4-ounce and 16-ounce Bottles

Manufactured and Distributed by

NEW YORK PHARMACEUTICAL CO.
BEDFORD SPRINGS, BEDFORD, MASS., U.S.A.

A CONCENTRATE of COD LIVER OIL



Vials of 100 Capsules

from which
ONLY the
fatty oil is
removed.

MORRHUOL contains, as well as the Vitamins A and D, the alkaloids and phosphorus bromine and iodine compound which form a part of the whole Cod Liver Oil picture.

A particularly valuable form of Cod Liver Oil for a rapid building up and strengthening in winter.

Dose: 3 Capsules (1 tspf. C.L.O.) T.I.D.

LABORATOIRE DE PHARMACOLOGIE, Inc.

92 Beekman Street

New York, N. Y.

Distributors: E. FOUGERA & CO., Inc., 75 Varick Street, New York, N. Y.

hundreds of terms to be found among collection agency rates. Some surprising things may come out. It is barely possible that some of these terms which, on their faces, look bad, are to your advantage. Some of the nice-looking ones may have cyanide in them.

For example, here is an agency that charges 50% for "Special Service." That's an easy one! The very first letter may be the special service. Another one calls it "Legal Service" and their first letter goes out on a "Legal Department" letterhead so you get soaked a straight fifty per cent anyway. Terms must be definite before it is safe to place your accounts. Don't take the salesman's say-so. If it isn't in print it probably isn't so.

They may charge a "Letter Fee." This is out, too. You don't care how many letters they write. What you want is money collected.

They say, "A docket fee of 50 cents is charged on each account and deducted from the proceeds of collections," and somebody shouts, "So there's the catch."

But remember that any half-way conscientious collection agency has to spend a whale of a lot more than 50 cents on any account you give them, and if you aren't willing to stake even 50 cents on it, it must be a pretty rotten account, and the agency would do well to forego the pleas-

ure of trying to accomplish what you seem to think is so utterly impossible. Any reputable agency gives you full value for that 50 cents, even if they don't collect the account, for the report they will give you will enable you to cross off the account and to avoid the same mistake again. *The docket fee is a fair charge if the agency is a fair agency.*

Now they say "15% on all collections." I'd balk at that if I were you. Too high? No, too low. That is a "cream fee." There can be no installment collections extending over weeks and weeks, for 15%. The result will be that the 15% agency will skim off the easy ones and you'll get the hard ones back.

But they go on: "50% on installments." There is a catch. That means that a \$500 account, collected in two weekly payments will cost you \$250. Too much.

But if they say "50% on installments of \$10 or less" or something along that line, that's okay. You wouldn't expect to have a \$5 account collected for less than 50%, and it's just as hard to collect twenty \$5 payments on one account as to collect twenty \$5 accounts.

Perhaps they charge a commission on a sliding-scale, depending on the size of the payments obtained on claims. This is just about the fairest basis there is, *if the agency is a reputable agency.* You see that's where the repu-

The Peculiar Property
of increasing the defensive forces of the body,
possessed by

ECTHOL

(BATTLE)

has induced many exacting clinicians to employ it in
systemic infections, typhoid fever, for instance.

*Try it in your cases of systemic infections
and learn its value.*

PAPINE
IODIA
BROMIDIA

BATTLE & CO.
Chemists' Corporation,
ST. LOUIS, MO.

When You Need An Emplastrum

Numotizine Is Better

In any condition where the physician needs an emplastrum or cataplasma, you will find NUMOTIZINE of outstanding merit, because it is an improvement on Cataplasma of Kaolin (U.S.P. VIII). It has the principal ingredients of the latter and, in addition, contains the well-known therapeutic agents, gualacol and creosote in proper proportions.

The emplastrum, NUMOTIZINE, is therefore to be preferred. It does not blister or burn, and the medicinal agents are absorbed slowly through the skin so that they produce an even and pronounced effect.

When used in respiratory conditions for the reduction of excess fever temperature, the control factor exhibited in NUMOTIZINE is invaluable.

NUMOTIZINE, Inc.

900 North Franklin Street,

Dept. M. E. 1

CHICAGO



tation and integrity come in, and why I said you must check up first.

In case of suit they say they charge 50%. Clear enough, but who pays the costs? You, or they? If you pay them this is too high. If they pay you, win or lose, it's about right. After all, they often have to fork over ten or fifteen dollars for a *chance* to earn twenty or thirty dollars, or so.

Where a debtor must be traced, they charge 50%. Absolutely right. Any skip collection is worth 50%. Lots of them cost the agency more than 50%, believe it or not. If you've been careless enough or unfortunate enough to lose all track of a man who owes you a hundred dollars, you ought to be willing to pay 50%, or even 90%.

What if the agency is located in Chicago and you are in practice in Florida? Pooh! Too far away. Don't go more than 250 miles from home.

They are "bonded for the protection of the client." It means nothing at all. The bond may be for \$10,000. Their gross accounts may reach a million. Your protection is 1%. *Don't turn down an agency because it isn't bonded, and don't employ one just because it is bonded.*

They have a "contract" and want you to sign it. **DON'T YOU SIGN ANYTHING!** Why should you sign something? Let them do the signing, if there is any signing to be done.

By placing your accounts with them you accept their prevailing rates (and, again, be sure you know what they are) and if they ask you to sign something it'll likely be either an assignment (which transfers ownership of the accounts to them) or your last will and testament naming them sole beneficiaries.

No reputable agency needs to have you sign any "contracts."

[TURN THE PAGE]

The CONTROL of BLEEDING

The rapidly increasing use, by physicians, of the blood coagulant,

Ceanothyn

is sufficient testimony to its value in the control of capillary bleeding.

Ceanothyn is not only effective, but it offers the advantages of:

1. Convenience of oral administration.
2. The safety factor of non-toxicity.

Average dose: 4 fluidrams (one tablespoonful) Ceanothyn every 30 minutes until hemorrhage is controlled.

Write for literature and clinical sample for test.

STAPHYLOX CAPSULES

An improved attack on staphylococcal infection (boils, furunculosis, carbuncles, pustular acne, etc.)

Presents the original formula of Frouin.

(Write for literature and clinical test sample.)

FLINT, EATON & CO.
LABORATORIES

Decatur, Illinois



Send for this
**FREE
 BOOK**

Written by a Gynecologist, it speaks simply, tersely, authoritatively to the female patient—

From the point of view of the physician—not from that of the manufacturer constantly selling his wares.

You may have as many copies as you like for free distribution.

With your sample copy will come the interesting story of how we came to offer this booklet, (it is not philanthropy—just common sense) and a full sized sample package of

**TYREE'S ANTISEPTIC
 POWDER**

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J. F. TYREE CHEMIST, Inc.,
 15 & H Sts., Washington, D. C.

Please send me.....copies of
 Personal Matters, your reason why
 and sample.

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.....Street

.....City & State



SANMETTO..

It acts as adjuvant
 to other general
 measures of treat-
 ment. It interferes
 with none.

Dose: One to two
 teaspoonfuls.

*Samples and
 Literature on
 Request*

**OD PEACOCK SULTAN
 COMPANY**

**4500 Parkview Place
 St. Louis, Missouri**

SANMETTO

They say, "Claims withdrawn in process of collection are regarded as having been paid in full direct to the creditor, and are subject to regular fees." Now this means that if, after they have started work on an account, you decide you don't want them to collect it, you owe them their full fee.

If you will simply bear in mind that by working on an account the agency builds up an equity in the account, you will never have any trouble with this particular stipulation. But if you expect your agency to put time, money and experience, into getting your account into position for payment, only to have you withdraw it and collect it yourself, then you'll get left, and you *should*.

One of our clients gave us a large account a few months ago. They had lost all track of the debtor and had almost let the bill outlaw. We traced the debtor to another city, finally getting into direct touch with him and getting a payment on account to avoid the Statute of Limitations.

Then debtor began to hem and haw, and we located and attached his bank account. This brought him right into town, and collection of the account was practically certain. However, he went to see the creditor, told a sob-story, did some back-patting, and the creditor, completely forgetting the years of waiting that had been rewarded with silence, decided not to have the naughty bad ole collection agency collect the bill after all, and withdrew it.

Of course our commission was due. We had done our work faithfully and well. That the client was a softie is not chargeable to any fault of ours, nor would you expect to penalize us for it.

So these few pointers will help you in selecting your collection agency. But even if you follow them, and successfully select an honest, efficient fair agency, and even if you've followed my advice about "preventive collecting," there's just a chance that

The Physician's Efficient Aid

*In the Symptomatic
Treatment of*

HYPERTENSION

PULVOIDS NATRICO is a non-toxic, non-gastric disturbing combination of tried and proven ingredients used effectively and successfully by thousands of physicians in the symptomatic treatment of Hypertension: Effectively combining Sodium Nitrite, Potassium Nitrate, *Crataegus Oxyacantha* and Nitroglycerin, in stable form.

INDICATIONS: Hypertension, arteriosclerosis, angina pectoris. Effective in lowering blood-pressure promptly, unaccompanied by shock and at the same time enduring.

Patient, 65, Systolic pressure 220, diastolic pressure 117. Four Pulvoids per day the first week; three per day the second week and then one Pulvoid twice a day. Last blood-pressure reading was 120/80. Gave one dram magnesium sulphate every morning in addition to Pulvoids.

Dr. ———, Philadelphia.

Pulvoids Natrigo

(REG. U.S. PAT. OFF.)

(Enteric, sugar-coated, green color.)

The Drug Products Co., Inc.,
26-33 Skillman Avenue,
Long Island City, N. Y.

☐ Special 1-time offer—200 Pulvoids for \$1.00 cash with order.

☐ Send me free copy of "High Blood-Pressure. Its Diagnostic Importance. Its Efficient Treatment."

Dr. _____

Address _____

"Practically all diseases and all types of poisoning are associated with varying degrees of ACIDOSIS."

W. D. Sansum, M. D.

ACIDOSIS manifests itself in a variety of ways. Sansum, in "The Normal Diet" mentions such symptoms as "malaise, lassitude, nausea, vomiting, loss of appetite, headache, sleeplessness, weakness, muscle aches, sour stomach, acid mouth, acid urine and even sour disposition" as being associated with an acid condition.

Symptomatic relief usually calls for alkalinization.

Of all the available alkalinizing agents, Phillips' Milk of Magnesia holds a place of first importance. For more than 50 years it has en-

joyed the complete confidence of physicians.

The reasons are not hard to see. Phillips' Milk of Magnesia combines with its effective properties as an antacid, palatability and an unvarying quality.

A given amount neutralizes almost three times as much acid as a saturated solution of sodium bicarbonate and nearly fifty times as much as lime water.

You will find small, frequent doses of Phillips' Milk of Magnesia a satisfactory and effective method of alkalinization in the majority of cases which need such treatment.



NEW! PHILLIPS' MILK OF MAGNESIA TABLETS

Phillips' Milk of Magnesia is now obtainable in tablet form. Each tablet is equal to one teaspoonful of Phillips' Milk of Magnesia—

in a dosage and form particularly convenient for the frequent administration called for in conditions of acidosis.

PHILLIPS'

Milk of Magnesia

Prepared only by The Chas. H. Phillips Chemical Co., New York, N. Y.

you still won't get the results you expect. That is the result of not knowing how to use a collection agency after you get one.

One of the common mistakes physicians commit is the promise to "make the agency earn its salt." I mean by that that they deny all assistance after they have placed the account. They forward an account against "Mrs. Perkins" and fail to give sufficient data to enable the agency to know which Mrs. Perkins it is.

They withhold information as to some complaint Mrs. Perkins may have—a serious mistake, because how can an agency help if it hasn't all the facts? The bill may read "Confinement...\$50," but the physician neglects to say that the person confined was Mrs. Perkins' unwed daughter, and there's plenty of trouble when the agency requests Mrs. Perkins to pay for "your confinement," especially if Mr. Perkins is dead these seventeen years.

Another serious error occurs

when the physician deals direct with the debtor, makes arrangements for settlement, and neglects to inform the agency. The next day the collector calls, and Mrs. Perkins gets so mad at being dunned after she has agreed to settle, that she pays neither physician nor agency.

The meanest trick of all is to take money on an account and fail to inform the agency. This is rank dishonesty. It is unwise to accept money direct on an account, anyway, without the expressed permission of the agency, for there may be a mighty good reason for not doing so.

Some clients handicap their agencies by failing to reply to letters. Remember that if your agency needs further information or an itemized bill, it needs it in a hurry. Ten to one it has the debtor on the point of paying, especially if the request is for a bill, and you delay, the debtor gets all cooled down, and it is ten times as hard to get him het up

Danish Ointment

(TILDEN)

The approved 24-hour treatment for

SCABIES

Price per pound \$1.28

Per dozen 2-oz. jars \$3.00

A trial will convince you.

(Physician's sample free upon request)

Prepared only by

THE TILDEN COMPANY

Pharmaceutical Chemists since 1848

New Lebanon, N. Y.

St. Louis, Mo



MALLOPHENE

FOR CYSTITIS

PYELITIS

GONORRHEA

Orally administered, Mallophene is continuously eliminated in the urine. In the genito-urinary tract it exerts its antiseptic and bacteriostatic action, penetrating deeply into the cells. Effective in the treatment of Cystitis, Pyelitis, and Gonorrhea.

Write for Literature

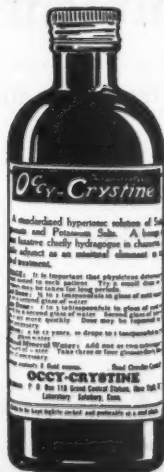
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Med. Dept. 32

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St. Louis, Mo.

THE SATURATED SULPHUR-BEARING SALINE LAXATIVE



Laboratory
Salisbury,
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Therapeutically Correct
Occy-CRYSTINE

Cold Weather, and upper respiratory disease emphasize the need of a seasonal re-adjustment. This is best accomplished, and the immunity mechanisms left unhampered through the hydragogue and detoxication effects of Occy-CRYSTINE.

Liberal clinical trial supply
postage prepaid on request

Occy-CRYSTINE, Inc.

again. Psychology is a large part of the agency's stock in trade.

So there you are, for better or for worse. And, in closing, when you get your check from the agency just ask yourself these two questions:

1. What is my spare time worth to me an hour; one dollar, two dollars, five dollars?

2. Suppose I should set out wholeheartedly to collect my accounts, to write the hundreds of letters that may be necessary, to conduct the investigations, to trace the skips, to locate the employers, to interview the employers, to arrange for installment-payments, to accept and receipt for them, to get assignments of wages, to correspond with attorneys, to look up real or personal property, to institute suit, to appear in court—how much of my time, at one, two or five dollars an hour, would it require?

Speaking Frankly

[FROM PAGE 7]

Plight

TO THE EDITOR: I am asking you for a favor. Inclosed herewith please find copy of a pathetic letter received today from Dr. R. S. Short, of Weirsdale, Florida, which is self-explanatory.

I am doing all I can personally to help this poor old doctor in his unhappy plight; and taking pleasure in bringing

his plea for assistance to the several medical organizations and publications which may be able to help him.

Will you be good enough to publish this doctor's letter in your next issue of MEDICAL ECONOMICS? It will not take up much space, and this broadcast of his cry for help to your many thousands of M.D. readers will be bound to come to the ears of many doctors to whom Fate and Fortune have been kinder; and who will be moved, as I am moved, to help this poor old helpless fellow-doctor in his distress.

Perhaps the letter, with a short word of explanation or request that doctors will kindly help the old doctor in any way they can, will result in enough help to carry him the few short remaining years before he slips over the Brink into the Great Beyond?

I forget who it was now, but centuries ago in old England a poor wretch was being led to the Gallows; an onlooker of high position, exclaimed: "There, but for the Grace of God, go I."

Any of us may think we are on the top with Fame and Fortune today; and in the twinkling of an eye our castle may fall down about our ears, and leave us in far worse plight than that of Doctor Short, if it were possible.

J. B. H. Waring, M.D.

The letter:

"I am making an appeal to a few doctors for a small aid.

"I was in the Seaton Hospital, Cincinnati, about 13 years ago. Lost both limbs with bone scrofula. It runs all the time to my stomach and liver. Gives me great trouble.

"It got so cold in Kentucky I could hardly breathe or be kept warm. The climate is good here, but I am helpless and this winter can't buy food to keep from starving.

"The people here don't aid one from another state. My father, mother, 7 brothers, 3 sisters, all passed away in Virginia. Am 75 the 15th March next.

"Can you aid me just a little. My wife and I would accept of second grade clothes, pants, dresses, shirts, or underwear."

Dr. R. S. Short.



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[FROM PAGE 16]

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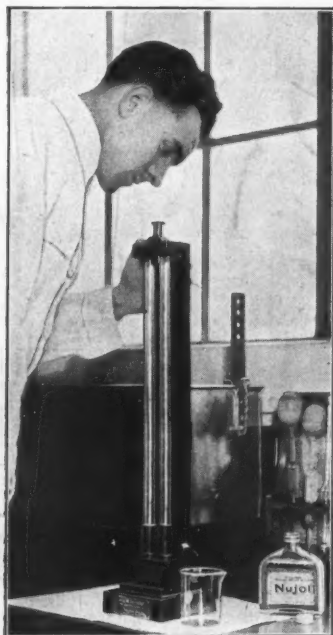
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